VOLUME III JANUARY 1911 NUMBER 6

FORWARD!

THE MAGAZINE FOR INDIANAPOLIS

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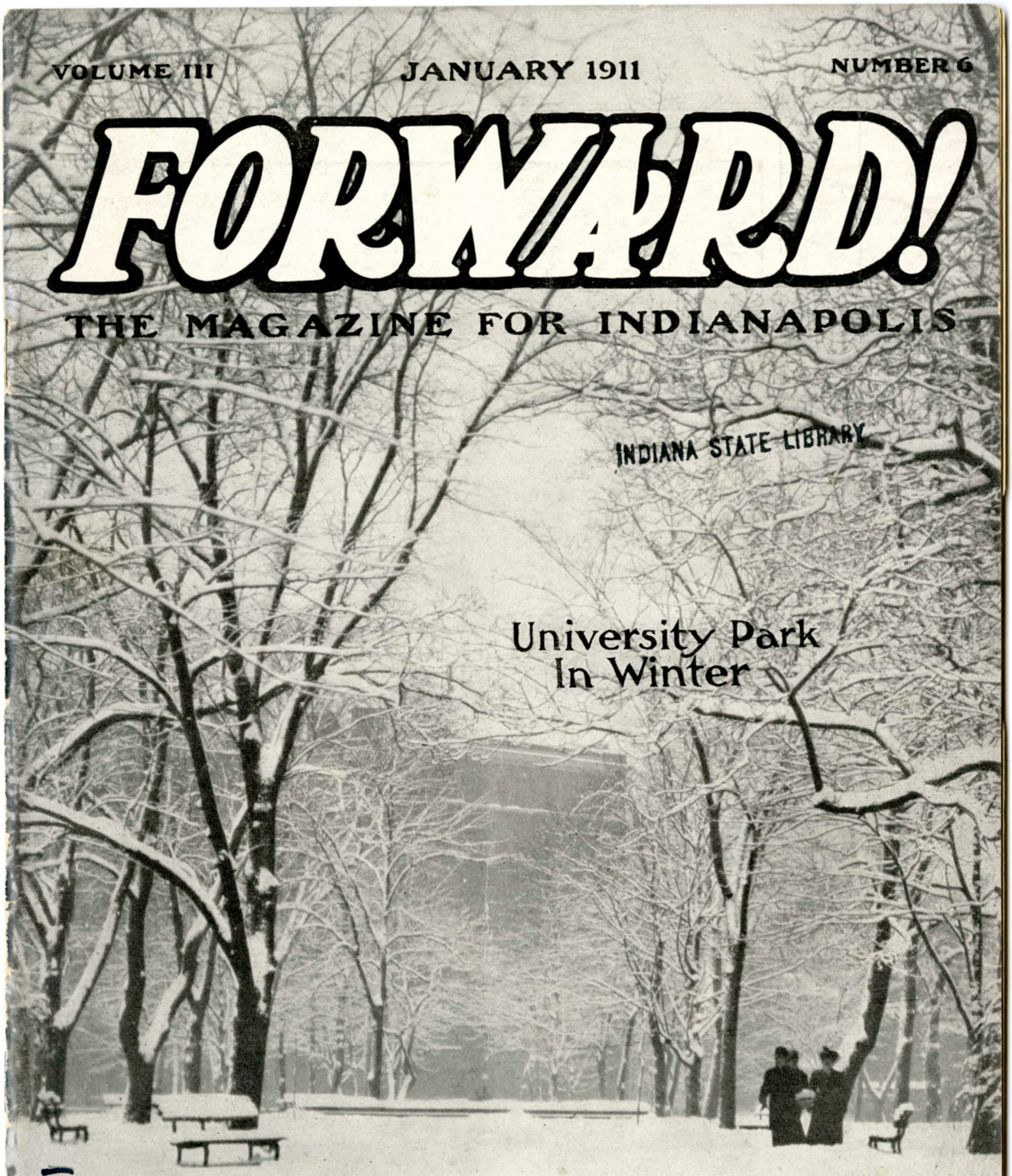

University Park
In Winter

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¶ A checking account carried with us earns 3 per cent. interest on daily balance, payable monthly.

¶ A savings account earns 4 per cent. compound interest on any amount.

¶ For two dollars a year a safe deposit box may be rented in our chrome steel vault.

¶ At all times we have a list of carefully selected investment securities for the conservative investor.

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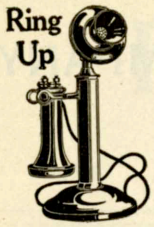
Just sit down and MAIL THAT DOLLAR you have been intending to send as your part of the cost of GIVING INDIANAPOLIS an OFFICIAL MAGAZINE

FORWARD! The Magazine for Indianapolis

Care The Commercial Club

I SAW IT IN FORWARD!



Main 6776
New 1862
For Sample Sheets of
the Simple System

Was Your Annual Statement Ready on December 31st?

Our Bookkeeping System eliminates time, insures accuracy and gives a statement of the condition of each department every night.

The system may be seen in actual operation in our own bookkeeping department.

Very easy to install and so simple that it fits any business.

Send for the details at once. An investigation costs nothing. And the saving in money, time and worry will add materially to your profits. With this system you do not have to wait for a year or a month to find out where the business is gaining and losing. You know day by day.

THE ROUGH NOTES COMPANY

Loose Leaf Systems — 220-222 East Ohio Street

One Policy! One System! Universal Service!

BELL POLICY, not sensational, but safe, sane and conservative, is the best in the long run for the public and for the investor alike.

The Bell Policy in a Nut Shell

Keep Down the Investment,	Keep Up the Plant.
Keep Down the Expenses,	Keep Up the Service.
Keep Down the Dividends,	Keep Up the Reserves.
Keep Down the Rates,	Keep Up the Growth.

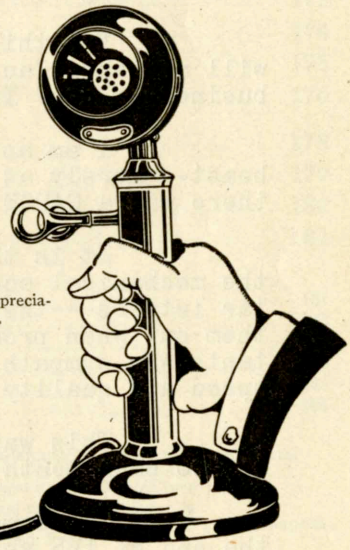
Promoters build faster than their capital warrants, loading down their plants with interest-bearing bonds and watered stocks.

Promoters spend more freely on advertising, salaries and display, to convey a false impression of prosperity.

Promoters pay bigger dividends out of proceeds of stock sales; this is illegal, but it fools innocent investors.

Promoters charge lower rates, for a time, neglecting maintenance and depreciation. After awhile, they are compelled to raise rates to cover their deficit.

Meanwhile, the Bell Company keeps right on growing.



Now **23200** Bell Telephones in Indianapolis

Central Union Telephone Company
Contract Department, Main 4800

M. A. LASKEY — C. G. LASKEY

Laskey Bros.

DEALERS

Stocks, Bonds and Other Securities

ESTABLISHED 1900

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PHONE, OLD, MAIN 1334 — PHONE, NEW 1515

FRED M. MEIERE COMPANY
PRINTERS
INDIANAPOLIS

Messrs. Men of Affairs,
Indianapolis.

Gentlemen:

Compared with 1909, my business increased on an average of $1,500 a month during 1910.

For this expression of confidence, good-will and satisfaction, I am deeply grateful to the business men of Indianapolis.

I am announcing these figures, not as a boast---merely as a fact. They are the EFFECT and there was a CAUSE.

It is the CAUSE in which I take pride---the mechanical equipment to turn our perfect circular letters---the determination to do so---to get them out when promised---capable efficient assistants who sympathize and co-operate in producing speed and quality.

This was the CAUSE. An increase of $1,500 each month was merely the EFFECT.

The same CAUSE is present in 1911 and at the end of the year it undoubtedly will have been similarly gratifying to my patrons, as well as to me.

I wish you a most prosperous New Year, and am,

Yours very truly,

Fred M. Meiere

FORWARD!

The Magazine for Indianapolis

Vol. III JANUARY, 1911 No. 6

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Advertising rates furnished upon application. Address FORWARD! 526 Board of Trade Bld'g, Indianapolis
This magazine is printed by the Hollenbeck Press

Think It Over Again!

The product of The T. B. Laycock Mfg. Co. of Indianapolis is guaranteed and the Company is here to make the guarantee good. When you buy "Laycock-Indianapolis" beds, springs, couches, etc., you get good goods. Insist! It will pay you.

Speaking of Cities!

AMONG fifteen of the largest cities of the United States, Indianapolis stands second in percentage gain in population in the last ten years.

This remarkable record has somehow or other been overlooked in the deluge of official returns for 1910 from the U. S. Census Bureau. But, the figures tell the story. Like this:

New York City	**38.7**	**Philadelphia**	**19.7**
INDIANAPOLIS	**38.1**	**Boston**	**19.6**
Nashville	**36.5**	**St. Louis**	**19.4**
St. Paul	**31.7**	**Pittsburg**	**18.2**
Milwaukee	**31.**	**New Orleans**	**18.1**
Chicago	**28.7**	**Cincinnati**	**11.8**
Buffalo	**20.2**	**Baltimore**	**9.7**
	Louisville	**9.4**	

Second only to New York in this list! And less than one per cent under the country's metropolis! Surely, here's a wonderful showing for Indianapolis.

Chicago, Milwaukee, Buffalo, Pittsburg, Philadelphia, Baltimore and the rest completely outranked!

This is the real story hidden beneath the brief announcement that the population of Indianapolis is now 233,650—a gain of 38.1 per cent over 1900. It means much and is a reality in which every citizen may take just pride.

Nearly all of the other cities shown in the list are situated on waterways—the Great Lakes or rivers. Indianapolis has none of the advantages springing from this source, but nevertheless has forged ahead of all save New York.

The gain has been solid, steady and persistent. It is founded on permanent and enduring elements of the city's being—great shipping and transportation facilities, and a progressive, prosperous people.

FORWARD!

THE MAGAZINE FOR INDIANAPOLIS

GUERNSEY VAN RIPER, Editor MERLE SIDENER, Manager

VOLUME III JANUARY 1911 NUMBER 6

1910 : LOOKING BACKWARD
LOOKING FORWARD : 1911

LOOKING BACKWARD
BY
WILLIAM FORTUNE

LOOKING FORWARD
BY
CHAS. A. BOOKWALTER

LOOKING backward is not the natural attitude of mind of people who are still in the developing period of life; it is for those who are resting and not for those who are restless.

The Commercial Club was brought into existence to represent the organized public spirit of Indianapolis, and, by progressive efforts, to make Indianapolis a model city. It has accomplished much in twenty years and has done something during the last year, but whatever may be the marks of progress up to this time they are gratifying mainly as evidences of what may yet be done rather than to give pause for rejoicing.

A fair illustration of this may be found in the park and boulevard development of Indianapolis. Much has been done in other years—much has been done in the past year—but added together it only emphasizes the magnitude and importance to the city of the work yet to come.

Indianapolis has developed rapidly, yet consistently, and it is now getting the "little touches" that will make a beautiful city of a great city. Nothing will do more in this direction than the completion of the splendid system of boulevards that

THE biggest and most important thing ahead of Indianapolis is the extension and completion of the city's boulevard system.

We are a peculiar people. As a people we want everything, and we want the best. But, as individuals, we do not want to pay for it.

We sit around and point to Kansas City. "Look at Kansas City," we cry. "See what Kansas City has done! Look at her magnificent boulevards and parkways. Why can't we have these things in Indianapolis?"

We point to Detroit, and exclaim: "Magnificent! Why don't we do it in Indianapolis?"

And there's Cleveland. We applaud Cleveland's civic center and repeat: "Why can't we have one in Indianapolis?"

But we forget that the boulevards of Kansas City cost $8,000,000. And we forget that the Cleveland civic center represents an increase in the city's public debt of from $7,000,000 to $25,000,000 under Mayor Johnson.

When we suggest an assessment here against certain lots in order to pay for

LOOKING BACKWARD

has been planned and begun by the Board of Park Commissioners.

Indianapolis has gained and is gaining new and splendid buildings—public, private and business structures. It has only begun this great phase of development. The new City Hall is a credit to Indianapolis—a building of which the city may well feel proud. The city has crept northward during the last year, and in that new territory, as well as in many other quarters, new and beautiful residences have been added to the "City of Homes."

PRESTO! STREET LIGHTS!

One of the striking achievements of 1910 was the new system of street lights which now graces the city's business streets. These lights have the merit of combining beauty with utility. They distinguish and adorn Indianapolis to a remarkable degree.

But, above all, the new lights stand as evidence of the way the people of Indianapolis do things when once they have decided to go ahead. The subject of street lights was briefly agitated. It was favorably received and almost before we knew it—presto! there were the lights!

There are many other items to be set down in an inventory of definite achievements for the public good—track elevation, the movements for lower fire insurance rates, increased salaries for teachers, the public comfort station, supervision of charities, etc.—and there is much to be said in illumination of the benefits realized by our people from what has been accomplished, but let us look to the leaven in the lump and not to the loaves in the list.

Looking backward twenty years we find that the disheartening deficiency of our people at that period of undevelopment was that there had not been aroused

LOOKING FORWARD

the very things we are clamoring for, opposition immediately develops. Various communities hold meetings and bring about injunctions to prevent the very things that we most admire in other cities. We thus strive to tear down the very law that will give us what we want.

It is important to the progress of Indianapolis that this boulevard system be extended and completed. The boulevard at the north should be continued west to Riverside Park. This would tie the park for the first time to the city and make it easy of access—make it really a part of the city.

Then the boulevard should be continued east along Fall Creek to the Army Post. Property can be bought cheaper now than later, and now is the accepted time.

Pogue's Run should be removed and put out of sight for ever. It is almost criminal to permit it to remain in the heart of the city in its present condition.

MUST BE DONE FIRST

This must be done before track elevation can proceed systematically and successfully. The run should be sunk and converted into a sanitary sewer. Plans to this end were made by Mr. Blaine Miller while he was city engineer. It was his suggestion that the run should be sunk about nine feet, and I believe his plan was a good one.

With Pogue's Run out of the way, track elevation could proceed upon a permanent basis. Likewise, an offense against all of the people will have been permanently ended.

The Kentucky avenue track elevation has fixed definitely the level of track elevation through the Union station, and some people have suggested that it will cause too much of a depression in the

LOOKING BACKWARD

LOOKING FORWARD

LOOKING BACKWARD

in the community a unity of public spirit or an adequate appreciation of the power of organized effort. The Commercial Club brought this into activity and inaugurated a new era in the community. It is the leaven that has enlivened the mass; it has developed citizenship and the city, and Indianapolis is now rising steadily through broadening activities to a better state.

CO-OPERATIVE SPIRIT GROWS

Organized effort has been differentiated into various and many channels for the commercial and social betterment of the community and some notable movements have been started in the year now closing. The success of all worthy undertakings is better assured because the people are better imbued with progressive ideas. That which is for the common good is recognized as deserving unselfish support. Growth of the co-operative spirit in promoting public interests is indicated by the large increase in the last few years of the number of public organizations, and these are each doing something in a particular field to advance common interests.

There is a better average of unselfish citizenship and a much higher average of contribution of money to public and benevolent purposes than a few years ago. The power to do things for the public good, on account of the availability of both men and money, is greater than ever before.

But, the things to be done are more interesting than the things that have been done. To boost is better than to boast. Let our boast for 1910 be a boost for 1911. All ready—Forward!

LOOKING FORWARD

north and south streets in order to carry them under the tracks.

I do not believe the depression should cause any uneasiness. Take Meridian street for example. It is about three feet lower immediately north and south of the union tracks than it is where it crosses them. That three feet can be subtracted from any depression that may be found necessary—so that the total will not be excessive.

The City of Indianapolis ought to buy the quarter-square immediately north of the new City Hall—on Alabama street—and build on that ground a police and fire headquarters. This building ought to be similar in character to the new City Hall—a building that would afford ample facilities for the departments it housed, and one that would not suffer by contrast with its municipal neighbor.

SHOULD SEPARATE DISPENSARY

I believe the Dispensary should be in the same building, but it should not be related in any way to the Police Department. It should not be a part of the police station. This arrangement would be only fair and just to the self-respecting poor who are forced through adversity to rely upon the city for such assistance.

Mayor Shank is right. Some of the engine houses ought to be combined. It would promote efficiency in the fire department.

One other important matter faces Indianapolis. There should be co-operation in the effort to secure factories. In the first place, we should keep what we have, and in the second, we should be up on our toes and after others. To succeed in this, co-operation is essential.

LOOKING BACKWARD

LOOKING FORWARD

MEN OF THE MONTH

When the American Historical Association and its allied societies swooped down on Indianapolis last month they found everything shipshape and ready for the bell. That was because there was a first-class local committee on arrangements, and likewise because the committee had a good chairman, to say nothing of its other officers. C. N. Kendall, superintendent of the Indianapolis public schools, was that chairman. The chair was empty most of the time, for Mr. Kendall was tearing around some. He is the same Mr. Kendall who receives every day or so an invitation to go to some other city and superintend the schools. His rubber stamp says: "No, thanks."

"I want you to stay on the Board of Park Commissioners for four years more," wrote Mayor Shank to Ferd. L. Mayer. Mr. Mayer thought it over for a day or two and then came back: "I accept, with thanks." So it's all settled, and at the end of his term, January 31, Mr. Mayer will slide off so gently into another term that he'll never know when it happened. Since no other term among the members of the Park Board expires until January 31, 1912, the present board, which has done a big work for Indianapolis, is assured, intact, for at least another two years. It's no small job—this park commission business—and it requires ability and judgment by the square yard.

No, Ford Woods isn't the name of a railroad. The name belongs to a man whose energy, ability and plugging have raised him from a meager bill clerk to so many positions of responsibility in the railroad world that whenever you hear his name you think of "railroad," just as whenever you see an arrow you—but, stay, that's advertising. At any rate, Mr. Woods spent years and years in Indianapolis and rose to be assistant general freight agent of the Big Four and Peoria and Eastern railroads. He has just retired on a substantial pension, but will continue to act at times in an advisory capacity. The woods are full of railroads, but the railroads aren't full of Woods.

MEN OF THE MONTH

For something like ten years Peter Scherer has been deftly imparting a knowledge of German to the students of Shortridge High School. How many? Must have been about 2,400 in the ten years—yes, anyway that many have passed through his hands and emerged more or less equipped to revel in the literature and speech of the Fatherland. But from now on Prof. Scherer is going to "spread out." Instead of being a teacher of German at Shortridge he is Director of German in the Indianapolis Public Schools. Nicht wahr? Yes, it is wahr. Prof. Scherer believes in work. Loafers can't learn German. It takes digging. Students, take notice. S. H. S. "Echo," please copy.

If Indiana doesn't have good roads some day it won't be Clarence Kenyon's fault. He is for good roads. They have them in Europe and there's no reason why we shouldn't have them here. That's the way Mr. Kenyon has figured it out. He has studied the question on both sides of the Atlantic, and right now, as the first president of the newly organized Indiana Good Roads Association, he is clear up to the knees in the work of getting the good roads question before the Indiana General Assembly. His legislative committee is busy, and friends of the movement are likewise busy. Mr. Kenyon was one of the leading spirits of the national good roads gathering here.

Five hundred dollars in cash and the honor of being foremost among 280 exhibitors at the sixth annual exhibit of works by American artists, and the fifteenth annual exhibition of the Society of Western Artists, at John Herron Art Institute, is no mean Christmas present. They were both wrapped in the same package, tied with red ribbon and delivered to Mr. William Forsyth, of Indianapolis, just before the big day—on December 21, to be exact. Mr. Forsyth's four paintings, "October Morning," "September Afternoon," "Late Summer Afternoon" and "The Last Gleam," won the judges, who were Frank Duveneck, of Cincinnati, and T. C. Steele and Otto Stark.

ON THE TRAIL OF THE SMOKERS

HOW A CAMERA AND A CHART ARE CONVINCING "OFFENDERS" OF THE ERROR OF THEIR STACKS, AND ARE MAKING A CLEAN CITY

THE smoke inspector of Indianapolis, or any other city, is up against a hard game. The very people whom he must pursue with official vigor are, in almost every case, and by the very nature of their "offense," citizens with whom the city would be on the best of terms.

"We don't want to offend them," says Jacob P. Brown, who holds this very ticklish job in Indianapolis. "We don't want to drive them out of the city. We want to keep them here."

Yes, it takes somewhat of a diplomat to get away with the job of smoke inspector. And, since Mr. Brown is getting results and the factories are staying here, he must be admitted to the diplomat class.

Smoke can be stopped, says Inspector Brown, and it is being stopped in Indianapolis.

"More than twice as many boilers and mechanical devices have been installed in 1910 than in 1909," said Inspector Brown. "The men who have been making the smoke are beginning to see the point—and they're coming to it. Sure, smoke can be stopped, practically. With perfect combustion smoke is eliminated. That's what we are after—perfect combustion."

STRICT POETIC JUSTICE

It seems that the manufacturer or business man who is making smoke is the victim of a very strict poetic justice. The inspector says that dense black smoke contains the best heat units. So, when a plant is shooting the dense and black into the sky to fall down on our clean collars and the washing in the back yard, he is losing the best part of the very thing he is striving for—heat. Instead of being applied to his own purposes it goes scooting up the chimney. He loses money, the town gets peevish about it, and the city sets the smoke inspector on his trail. It seems to be a bad bargain all the way round.

Now, when Inspector Brown goes out on the trail, he goes like a modern sleuth and comes back with the evidence. He is prepared later to go to the "offender" and say: "Mr. Jones, your stack was sending out black smoke last Thursday from 3:10 P. M. to 3:32 P. M. Then for three minutes the smoke was gray. For five minutes it was black again, then gray for two; for twenty-eight minutes it was dense and black." He's got it down to the minute on a chart—and he's got a photograph to back him up.

"GUNNING" WITH CAMERA

Yes, the inspector goes "gunning" with a camera. When he finds a stubborn offender he photographs it in all sorts of attitudes. It's very convincing argument. There's really no way of getting away from it. Manufacturers who have given the subject little consideration, and who, just on general principles, are inclined to defend their property, are compelled to bow to the verdict of the camera when no other argument will avail. The chart helps some, too.

Marion county, it seems, lives in a glass house and can't throw stones. The county power plant has a place in Inspector Brown's "rogues' gallery," and it has a chart or two. He's after the county, and he'll keep on the job until the county stops smoking.

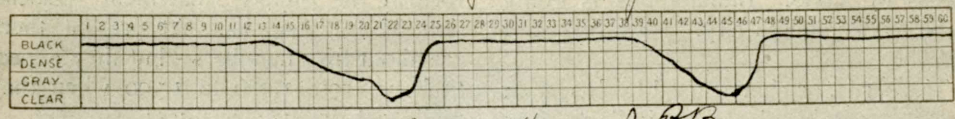
Even the railroads have been brought to see the light. Several of them are considering the matter, and the Big Four has already adopted certain rules for the prevention of smoke—rules laid out by Inspector Brown. They are in effect in Cleveland, Chicago and Indianapolis.

Not counting December, there were only twenty-nine prosecutions last year.

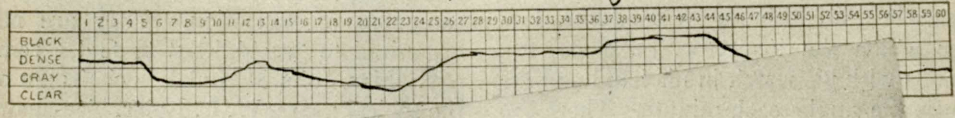
E Market St.

SMOKE CHART FROM Blank & Blank

TEST BEGAN 2.30 P. M. DATE Aug. 19 1910 BY J. P. Brown



TEST BEGAN 10:10 A.M DATE Aug. 24 BY J. P. Brown



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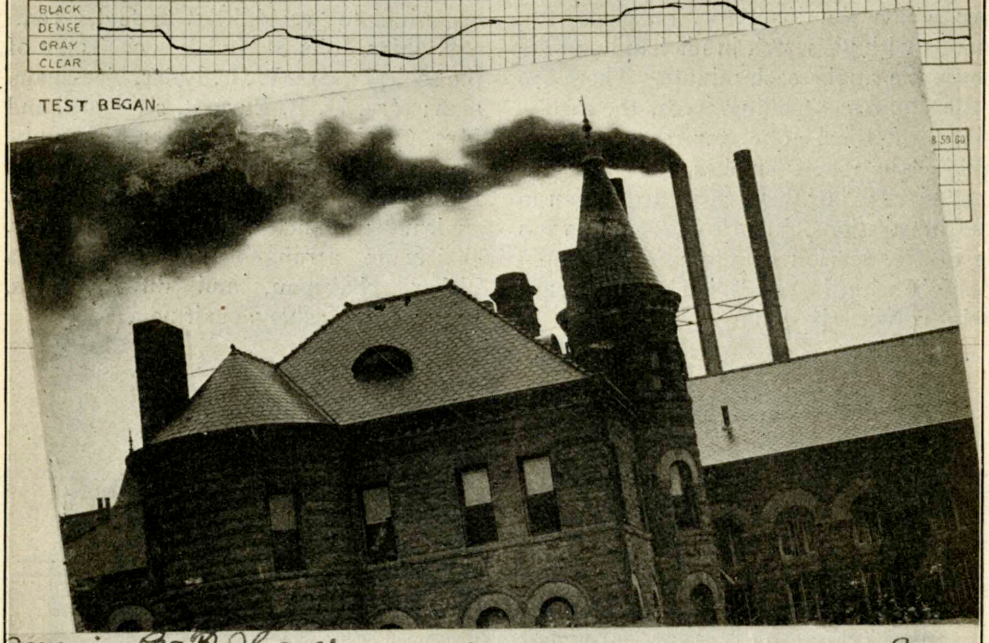
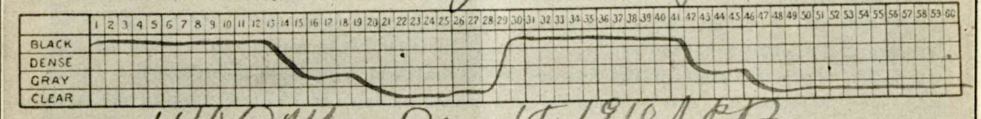


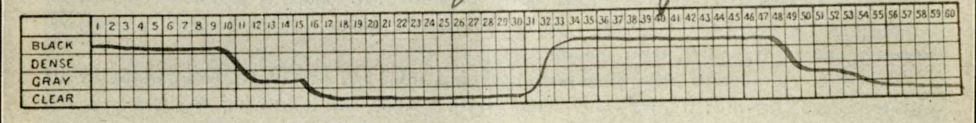
Marion Co. P. House.

SMOKE CHART FROM Edward Fitzgibbons Stack

TEST BEGAN 10.15 A.M. DATE Aug 16. 1910 BY J. P. Brown



TEST BEGAN 11.10 A.M. DATE Aug 16. 1910 BY J. P. Brown



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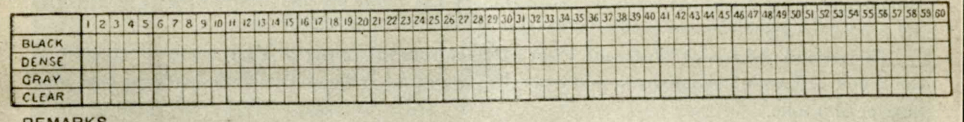


REMARKS

A PAGE OF EVIDENCE

Inspector Brown made 200 visits in December, and for 1910 the total was in excess of 2,000. Indianapolis is going to be a "smokeless city," says Inspector Brown.

The cards, or charts, used by Inspector Brown contain places to indicate four grades of smoke—black, dense, gray and clear. A test continues for one hour, during which the inspector, or a deputy, stands with his watch in his hand and records the smoke each minute. There are little squares extending across the card—sixty of them—one for each minute. While the plant smokes the inspector marks. Two of these cards are shown in the illustrations. The other photograph is of the Marion county power plant—"caught with the goods." The upper card helps convict the county.

The women of Indianapolis are interested in the smoke question and have formed the Smoke Abatement Association of Indianapolis. At present there are about fifty members—but they expect to have from 1,200 to 1,500 when they really get down to business.

They propose a careful, intelligent campaign of education. They are not organized to "scold," but to find a remedy. Mrs. John M. Judah is chairman of the society; Mrs. W. L. Elder, vice-chairman; Mrs. H. B. Burnett, secretary, and Mrs. C. N. Shaler, treasurer. Committees, as follows, have been announced: Information, Mrs. Meredith Nicholson, chairman; publicity, Mrs. A. B. Grover, chairman; arrangements, Dr. Amelia Keller, chairman, and finance, Mrs. Frances G. Kackley, chairman.

YOUR CITY IN PARAGRAPHS

Within the corporate limits of Indianapolis there is an entirely separate and distinct town, maintaining a government all its own, electing its own officers and facing its own problems.

This town is Woodruff Place—a town within a city.

'Way back in the seventies, J. H. Woodruff, of Auburn, N. Y., platted the ground which is now known as Woodruff Place, intending to market it at a good round profit. The panic of 1873 interfered with his plans, however, and lots dropped to a very reasonable figure.

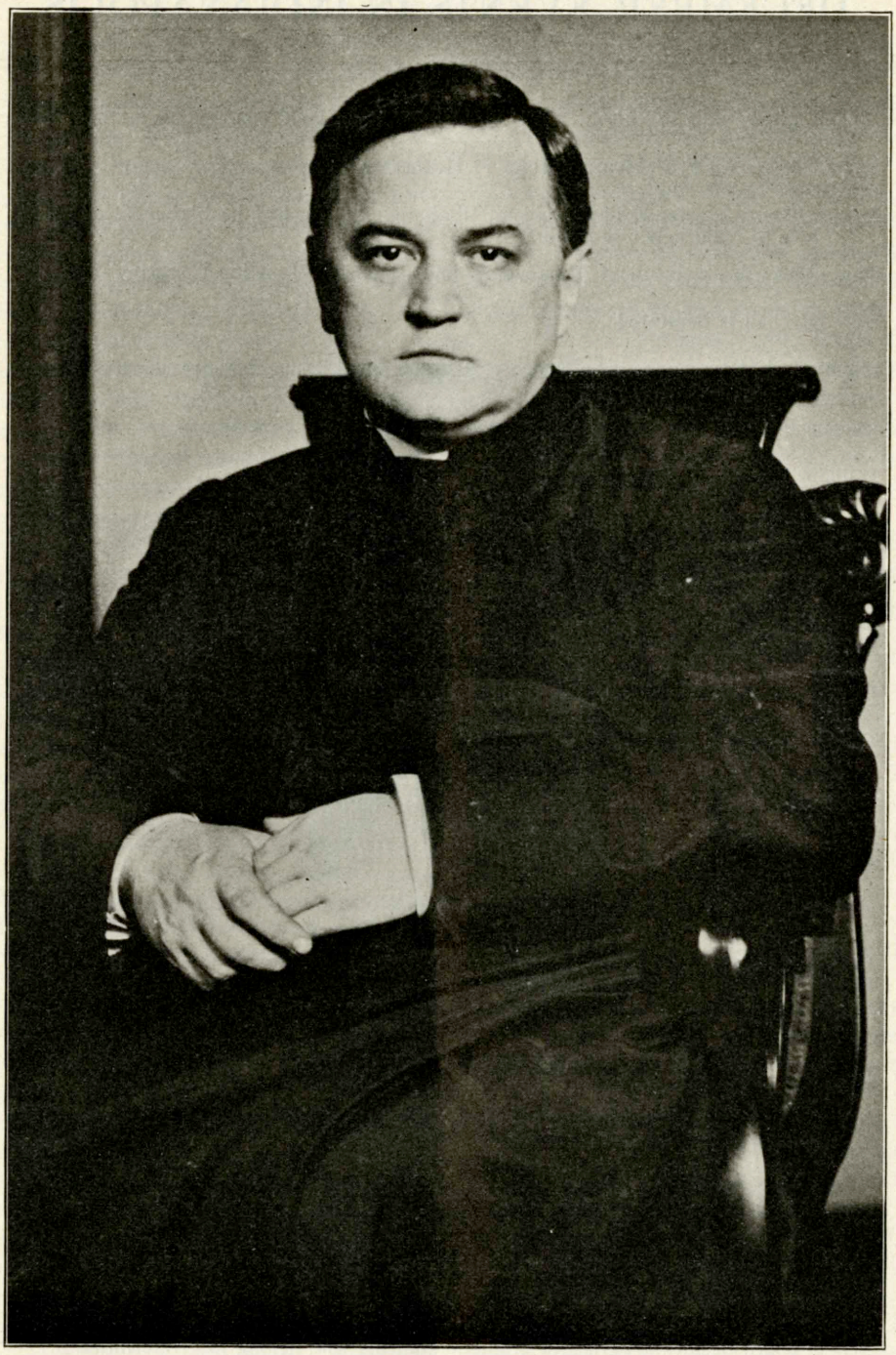
At that time Woodruff Place was not within the city limits of Indianapolis, and had not the advantage of the city's laws and protection. It was the first day of August, 1876, when the early purchasers of property there, greatly disturbed by the cattle which ran loose, incorporated as a town and ended the nuisance. Later, Indianapolis grew around the town of Woodruff Place, which, however, maintained its own standing and individuality then, as ever since.

Woodruff Place is governed by a town board, of which J. H. Furnas is president. The other members of the board are W. H. Hart and Dr. Thomas S. Hacker. Frank Goheen is secretary-treasurer, and W. W. Lowry, town counsel.

The town is prosperous and well-governed. It has broad and beautiful streets—which, by the way, are called "drives"; it owns water mains worth $10,000, and is keeping step with improvements in Indianapolis. Recently it installed a system of street lights of the same pattern used in Indianapolis. Its drives are veritable parkways. It has fountains and flower-beds—and there is not a business establishment within its borders.

The ground comprising Woodruff Place extends from the center of East Tenth street south to the center of East Michigan street, and from the grounds of Winona Technical Institute, east one-quarter of a mile.

A MAN OF THE YEAR



THE RT. REV. JOSEPH CHARTRAND

Consecrated Bishop Coadjutor of Indianapolis in 1910

DECEMBER EVENTS IN INDIANAPOLIS

Indiana good roads movement takes shape at national good roads congress held here.

Death takes John F. Carson and John F. Hennessey.

Marion county legislators pledge aid to bill giving city board of health benefit of special levy to build new city hospital.

Ohio cities ask extension of Indianapolis and Cincinnati Traction Company's line.

New city hall is dedicated.

Mayor and three councilmen propose $150,000 bond issue for fire department improvements.

Indiana Building Trades Council prepares better laws for workingmen.

William Forsyth, Indianapolis artist, wins $500 art prize.

Traction officials give Governor Marshall assurance of co-operation in bettering conditions on interurban lines.

Howard Kimball resigns as city controller and Harry R. Wallace is named as his successor.

Campaign against tuberculosis started with public meeting.

Peter Scherer chosen director of German in the public schools.

Ferd. L. Mayer is reappointed as member of board of park commissioners.

Court permits issuance of $10,000 receiver's certificates to carry Winona Technical Institute until the legislature acts on proposed bill for financial support.

Big Four Railroad adopts anti-smoke rules.

Workmen raze original Butler College building on College avenue to make way for city's growth.

Indiana teachers favor annuities for aged and infirm members of their profession.

Farmers' State Congress adopts resolution favoring road tax and state highway commission.

Judge Remster holds "disorderly conduct" ordinance invalid.

Aid of American Historical Society asked in effort to erect state library and museum building for Indiana centennial in 1916.

Julius H. Kellemeyer saves his children from burning home, and dies attempting to rescue his wife, who had already escaped.

Special tax levy will be asked of legislature by board of park commissioners.

Judges find no acceptable slogan in list submitted for Indianapolis.

School board decides to refuse to graduate students who belong to "fraternities."

Christmas and the advent of the New Year appropriately observed.

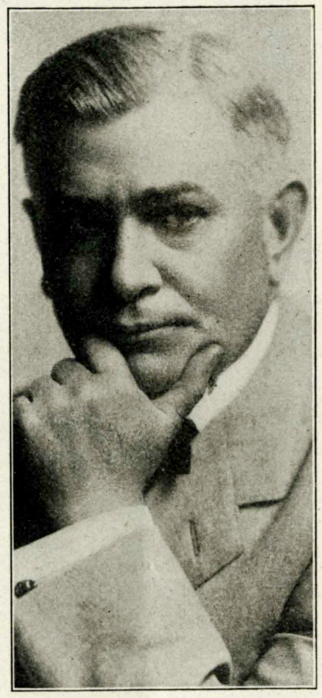
A NEW HOME FOR THE CITY

INDIANAPOLIS BEGINS KEEPING HOUSE IN SUITABLE PLACE AFTER YEARS AND YEARS OF BOARDING 'ROUND

INDIANAPOLIS at last has a home of its own.

Wearied, after years and years of boarding around here and there, the municipality has gone to housekeeping at the northwest corner of Ohio and Alabama streets in a brand new $669,239.83 home.

Since Wednesday, December 21, the city's official family has rejoiced in the midst of marble, mosaics and mahogany, for upon that day, with proper pomp and circumstance, the new Indianapolis City Hall was officially dedicated and given back to the people who paid for it.



CHARLES A. BOOKWALTER

Five former mayors of Indianapolis were conspicuous in the ceremonies attending the dedication, all of them proud and glad—and none more so than the present mayor, Samuel Lewis Shank, who couldn't wait for the "official" moving day, and packed himself in, bag and baggage, a day ahead of time.

That Wednesday was a day of universal congratulation among the many who were present to hear the speeches and pass judgment upon the structure which now stands as the city's official residence and place of business.

During the afternoon there were speeches and in the evening a reception. Everybody was glad the city finally possessed its own building, and everybody had something to say about "Bookwalter." It was a "Bookwalter" day, rather. And "Bookwalter" was there to enjoy the realization of his dream—and to say a few words, himself.

Former Mayors John L. McMaster (1885-1886), Caleb S. Denny (1894-1895), Thomas L. Sullivan (1891-1893) and John W. Holtzman (1904-1905) came promptly to the front in their addresses and gave Mr. Bookwalter, who has served two terms as mayor of Indianapolis (1902-1903 and 1908-1909) credit for the new City Hall.

"I congratulate Mr. Bookwalter on his courage in facing the taxpayers of Indianapolis and demanding a new City Hall," said Mr. Holtzman. "The structure is a credit to the city. Civic pride is high in Indianapolis. This structure adds to the city's beauty as much as does the State House, the City Library or the Federal Building. We are paying more attention nowadays to civic beauty."

"Charles A. Bookwalter, because of his determination and persistence," said Mr. Sullivan, "was instrumental in bringing about this building. The City Hall is more than a great building for city business. Because of it I expect the administrations of the future to do better work than those of the past. They have a new standard to which they must measure up."

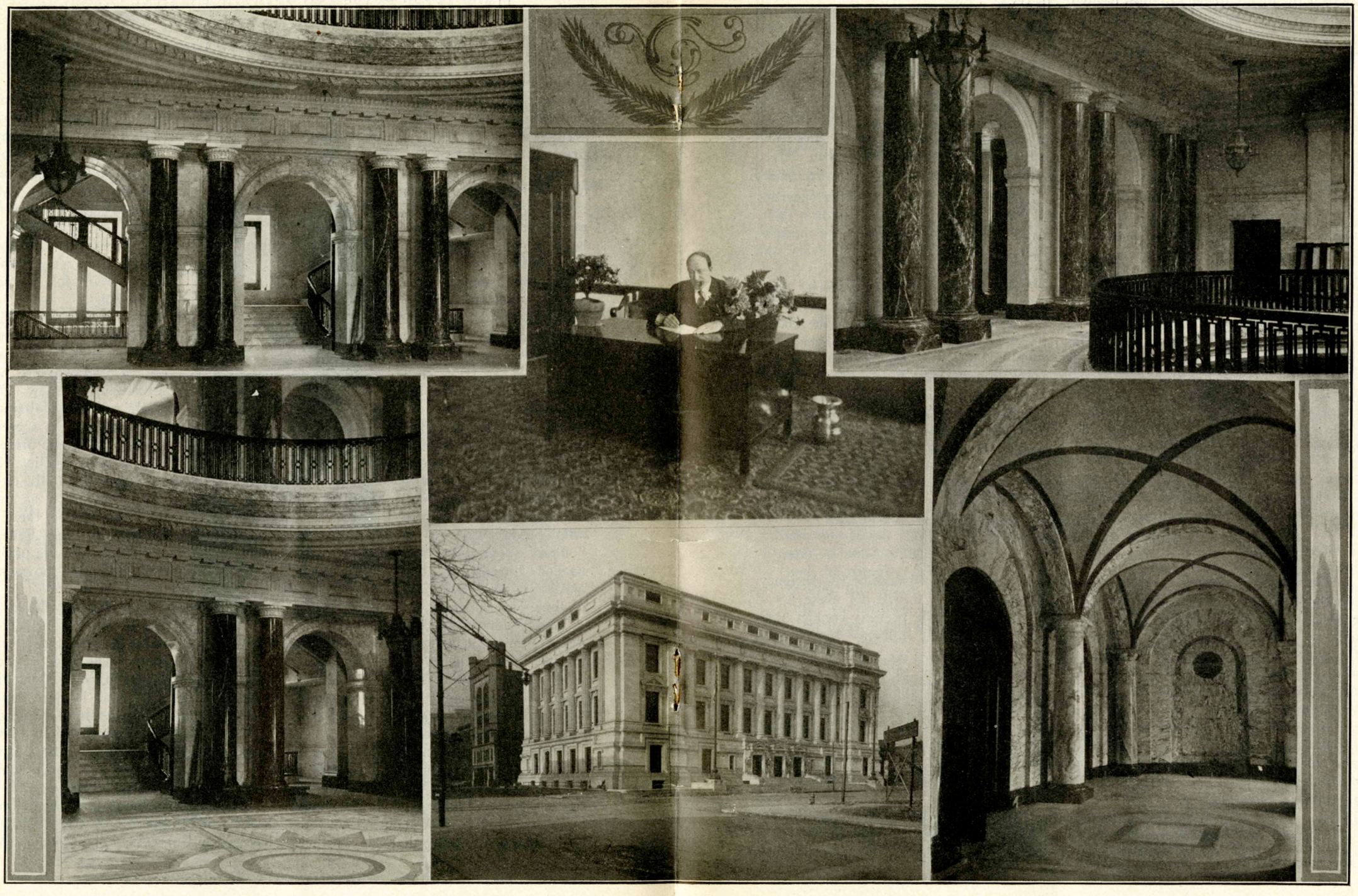
"The city has heretofore been homeless," said Judge McMaster. "Now it has a beautiful, commodious home. Mr.

SCENES IN NEW CITY HALL : THE FIRST HOME INDIANAPOLIS HAS OWNED

ENTRANCE TO MAIN STAIRWAY

MAYOR SHANK IN HIS NEW OFFICE

ROTUNDA AT FOURTH FLOOR



THE ROTUNDA

THE NEW CITY HALL

ENTRANCE CORRIDOR

Bookwalter and his administration are to be congratulated upon being the prime movers in this great enterprise. Indianapolis is the inland queen of cities, located in the center of a great, beautiful and fertile country, and it is fitting that it should have such a building for its government."

"This structure is large enough for years to come," said Mr. Denny, "and it is beautiful enough. Every one who had anything to do with its building is to be congratulated, but, above all, credit is due to Charles A. Bookwalter."

Mr. Bookwalter, under whose administration the building was planned and begun, congratulated the people of Indianapolis that they now have a home commensurate with their dignity.

"This building was conceived in good purpose," he said, "and was brought into being in the belief that it was the best thing for the people of Indianapolis."

During the afternoon, just before the dedication program began, the five former mayors gathered in the office of the present mayor and held an informal reception. There was music—and there were flowers. Hundreds of people visited the building, and as many as could crowd into the room heard the speeches in the controller's office on the first floor. In the evening there was more music—there were more flowers, and every one was happy.

The new building is four stories high, built of Indiana Bedford stone and architecturally is an adaptation of the classic Greek Ionic. The corridors and the floors of all lobbies are of marble, as are the columns and the wainscoting in the corridors. The interior wood finish is mahogany and the offices have hardwood floors. The lighting fixtures are brass, and of handsome design.

THE NEW CITY HALL

Cost of building, $669,239.83.
Cost of lot, $113,000.
Dimensions, 188 x 133 feet.
Site, Alabama and Ohio streets.
Architects' competition won by Rubush & Hunter, November 20, 1908.
Bids received March 8, 1909.
Contracts awarded April 14, 1909.
Cornerstone laid July 27, 1909.
Dedicated December 21, 1910.

WORKHOUSE SEGREGATION

As the first of a series of reforms contemplated at the Marion County Workhouse, Judge Collins, of the City Court, and J. T. O'Connor, superintendent of the workhouse, have decided to separate all prisoners under twenty-one years of age from those above that age at the workhouse.

This segregation of prisoners will, it is believed, prevent injustice to young boys and girls who, through association with older and more experienced wrong-doers, might themselves be encouraged to evil lives.

The need for definite action of this character has been felt for some time, and few question its wisdom or its efficiency. While, of itself, it will not make a bad boy good, it will prevent contact with those who might influence him toward wrong.

The possibility of evil influences of this sort has led Judge Collins often to hesitate in sending young offenders to the workhouse, although they merited such punishment. The step which has been taken has been under consideration for several weeks and its effect will be closely watched.

In the future prisoners under the age of twenty-one will be kept in what formerly was called the woman's cell-house.

INDIANAPOLIS AND THE LEGISLATURE

INDIANAPOLIS is very much interested in the work of the new legislature, which convened at the State House last Thursday, January 5.

Friends of the City Health Board, the Playgrounds Commission and Winona Technical Institute are advocating legislation before the General Assembly that will bring financial aid.

The Board of Health is deeply interested in the subject of a new City Hospital, and a bill has been prepared by the city's legal department fixing a special tax, to be collected in the same manner as that of the Board of Park Commissioners. It is explained that this would not increase the present levy, but would merely set aside a certain sum for the use of the Health Board out of the general levy.

It is believed that this is the only method by which a new City Hospital can be obtained.

Winona Technical Institute is waiting anxiously the decision of the Legislature in its case. It is asking a special fund, under a special levy, and Charles A. Bookwalter, receiver for the institute, has stated that the school's fate is in the hands of the General Assembly.

Sufficient funds have been provided through an issue of receiver's certificates to meet the running expenses of the institute until the last of April. If by that time the Legislature has not provided for the school, its resources will have been exhausted.

The Playgrounds Commission needs money, too, and is asking the Legislature to lend a helping hand. Its work was carried on successfully for one summer, but neither the school authorities nor the city has marched to the front with the money necessary to continue it. The commission is asking an amendment to the playgrounds law.

Legislation authorizing a larger expenditure for track elevation is another suggested measure affecting Indianapolis. H. W. Klausmann, city engineer, and the city's legal department have been conferring on the matter, and will decide soon in just what manner it is best to proceed. A bill authorizing the issuance of $125,000 bonds for public library purposes has been drafted by the Indianapolis Board of School Commissioners.

Christmas Stamps, $32,000

A new record was established for the sale of stamps during the week preceding Christmas, when the total sales in the Indianapolis postoffice reached approximately to $32,000. This amount is $2,200 in excess of the sale of stamps for the same period in 1909.

David M. Elliott, finance clerk of the postoffice, ascribes the increased sales to three causes: The growth of the city, the growth of the habit of present-giving and the increased use of postcards. The exchange of postcards has in a measure taken the place of the exchange of presents, and the sale of the one-cent stamps has been wonderfully increased. About 200,000 one-cent stamps were sold in one day this year.

The sale of stamps Friday, December 23, was the largest of the week preceding Christmas. The amount received at the stamp windows on that day was $6,870. The sales on the same day in 1909 amounted to $6,330. An unusually large number of special delivery stamps was sold this year to people who wished to have their packages sent out Christmas day. On Saturday, Sunday and Monday, December 24, 25 and 26, 2,223 special delivery packages were delivered from the postoffice.

The total receipts for December, 1910, were $125,545.94, as against $116,318.21 in December, 1909. This is an increase of $9,227.73, or 7.93 per cent.

EIGHT MILLION DOLLARS FOR BUILDINGS

MORE than $8,000,000 was spent in building in Indianapolis during 1910.

This is a gain of almost $1,000,000 over 1909, and more than $2,000,000 in excess of building operations in 1908.

In the last three years—1908, 1909 and 1910—more than $21,000,000 has gone into new buildings in this city.

These are the figures of the building inspector's office, and are complete and official.

This gain of nearly $1,000,000 over 1909 indicates the remarkable growth of Indianapolis, demonstrating fully the persistent manner in which it is forging ahead. During 1909 there were more big business buildings erected than in 1910—and yet there's a gain of approximately a million!

One of the big buildings which now stands a monument to 1910 is the Lemcke Annex, built on Pennsylvania street, adjoining the Lemcke building, and looking down upon it from the added height of five stories. The erection of this building—in point of time consumed—is a record-breaker. The old building was not torn down until the close of the vaudeville season in the Grand Opera House last spring. Yet, before the New Year, a fifteen-story building of steel, brick and stone stood in its place.

In 1908 no single month recorded as much as $1,000,000 in new buildings. In 1909 there were two months—May and August—which exceeded the $1,000,000 mark. In 1910 three months had the honor of being in the $1,000,000 class. August maintained its record, while May gave way to March, and October marched to the front with more than $1,000,000. May, June and September of 1910 do not show as much business as the corresponding months in 1909, but all the others made decided gains. December, 1910, made an unusually good showing, as did January.

THREE YEARS OF BUILDING

	1908	1909	1910
January	$134,697	$178,520	$273,585
February	192,046	312,710	335,665
March	927,389	693,275	1,026,399
April	922,093	535,182	721,918
May	370,957	1,029,365	653,780
June	494,731	709,537	619,614
July	532,987	628,727	890,500
August	751,319	1,125,884	1,085,010
September	512,336	712,775	460,313
October	498,876	415,040	1,021,295
November	270,557	345,185	491,642
December	287,940	470,360	536,940
Totals	$5,895,928	$7,156,560	$8,116,661
Increases		$1,260,632	$960,101

At the rate maintained in 1910, more than $20,000 was expended every day of the year—Sundays included—in building operations.

More than 5,000 building permits were issued at the office of Thomas A. Winterrowd, building inspector, during 1910. His office likewise collected more than $11,000 in fees. His office is self-supporting and—then some.

INDIANAPOLIS!

"Here, indeed, is a good platform from which to speak. It stands near the center of population of ninety millions of people who are in the very forefront of the world's progress, engaged in the sublime work of maintaining a republic founded upon the everlasting doctrine of justice and righteousness among men; not as a mere political abstraction, but as a living, vital reality.

"Here there are no extremes of wealth or poverty; our people are not cursed by the paralyzing spirit of caste or class, and we honor only those men who are enamored of the things which make for the highest type of manhood and for the equality of all before the law."—Charles W. Fairbanks, presenting Theodore Roosevelt, in Monument Place, October 13, 1910.

As Europe Does It

An illustrated lecture on industrial relief and accident prevention methods in Europe will be given in the assembly room on the second floor of the Denison House, Wednesday evening, January 18. The lecture will be delivered by F. C. Schwedtman and James A. Emery, who were sent abroad by the National Association of Manufacturers as a special commission to study this problem.

They will come to Indianapolis under the auspices of the Manufacturers' Bureau of Indiana, the Manufacturers' Association of Indianapolis and the Employers' Association of Indianapolis. The lecture will be of peculiar interest to manufacturers, and, in fact, to all employers, and it will be open to all persons interested, there being no admission fee. The lecture is illustrated with lantern slides showing charts presenting the result of more than thirty years of practical experience by the various German industries, the charts having been prepared for the National Association of Manufacturers by German government experts, under the direction of Mr. Schwedtman.

Among the many interesting discoveries made by the commission in Germany is that forty-three and one-half per cent of all accidents in the Empire occur in agricultural pursuits. Another interesting development is the fact that thirty-three per cent of all accidents in German industrial plants are caused by falls from ladders.

Historical Society Acts

The Indiana Historical Society, which met in Indianapolis last month, adopted resolutions requesting the general assembly to make preparation for the observance of Indiana's centennial in 1911 by making financial provision at its present session for a permanent building, on grounds adjacent to the State Capitol, for the housing of the state library and state museum and other agencies devoted to the preservation of historical matter.

The resolution calls on the people of Indiana to use their influence to the end that this proposed building may be provided for and be made ready for dedication by December 11, 1916. Demarchus C. Brown and others brought the subject before the various sections of the American Historical Association at its meeting here last month, and received the encouragement and approval of those who attended.

Business Briefs

The Indianapolis and Cincinnati Traction Company, the Terre Haute, Indianapolis and Eastern Traction Company and the Indianapolis Traction and Terminal Company have announced wage increases effective January 1. The Indianapolis and Cincinnati increase varies from 5 to 17.4 per cent. The Terre Haute, Indianapolis and Eastern and the Traction and Terminal Company increases are approximately 5 per cent.

A party of Baltimore men, accompanied by Frank N. Hoen, have inspected the Century building and the T. B. Laycock Company power plants. They are interested in the centralization of power for a number of industries in one building, with a view to applying the idea in Baltimore.

Courtland Van Camp, H. C. Atkins, Harry Kahn and Thomas Hibben are members of the board of directors of the American League of Associations, which has been formed to oppose the establishment of local rural parcels post.

The three-story building at 121 South Meridian street has been purchased from Louis F. Smith, of W. E. Stevenson & Co., by C. A. Schrader. The consideration was about $81,000.

Marion county's semi-annual tax settlement with the state of Indiana takes $280,283.73 from the county's coffers. The state apportionment brings $231,580.37 back to Indianapolis.

The Fletcher American National Bank has declared its first dividend. Fifty thousand dollars was divided among shareholders of record, the dividend being 2½ per cent.

The Indianapolis Water Company has been granted a permit to erect a $4,000 smokestack at its Riverside pumping station. It will be 230 feet high.

Dr. T. O. Gasaway is planning a fireproof brick building, to cost about $50,000, at 735-749 Massachusetts avenue, next spring.

What Other Clubs Cost

One of the interesting features developing from the movement now under way to increase the dues of the Commercial Club from $10 to $15, is the fact that in nearly all of the other large cities similar organizations have a much larger income through initiation fees and dues.

The Chicago Association of Commerce has 4,000 members and charges no initiation fee. The annual dues are $50. The Commercial Club of Indianapolis receives an initiation fee of $10 and the dues are $10 yearly. It has a building of its own, in which three floors are devoted to its business and social features. The Chicago Association of Commerce, with its $50 dues, has no club or social features.

The Business Men's Club, of Cincinnati, charges $25 for a share of stock, $25 initiation fee and its dues are $50 annually. The club maintains a restaurant, billiard room and buffet. Thus its entrance fees are five times those of Indianapolis; likewise its annual dues. It has 1,300 members.

In St. Louis the Business Men's League, with 739 members, maintains no restaurant, card rooms or billiard rooms, and receives annual dues of $100. There is no initiation fee.

The Cleveland Chamber of Commerce has a membership of 2,200. The annual dues are $25, the initiation fee is $25 and each member is required to own one share of stock, par value $100. The Chamber of Commerce devotes its entire sixth floor to club features, and believes that the social side of the organization's activity is highly important.

Membership in the Commercial Club, of Kansas City, costs $100. The annual dues are $50. The membership is largely by firms and corporations. At the present time these number 910. The club has no social features.

The Rochester Chamber of Commerce requires no initiation fee and the annual dues are $30. It has 850 members.

Louisville Commercial Club has a membership of 2,700, charging an initiation fee of $5 and $5 annual dues. It has no club or social features.

The Business Men's Club, of Memphis, charges $25 for initiation and $24 annual dues. It has 1,800 members and maintains social features.

The Commercial Club, of Minneapolis, has 1,750 members. Its membership fee is $50 and the annual dues are $30. It has social features.

The Progressive Union, of New Orleans, has 1,700 members and requires no initiation fee. The annual dues are $12 and it has no social features.

Denver's Chamber of Commerce has 1,000 members, charges an admission fee of $10 and annual dues of $12.

From the standpoint of membership, the Memphis Business Men's Club is most like the Indianapolis Commercial Club. At present it has approximately 1,800 members—as has Memphis. Yet, while Memphis charges $25 for initiation, Indianapolis asks $10. Annual dues in Memphis are $24; in Indianapolis $10.

The Indianapolis Commercial Club, in addition to maintaining extensive club quarters and all social features, is undertaking as much, and in many cases more, work than its sister organizations with their greatly increased revenues.

The directors of the Indianapolis Commercial Club have unanimously recommended an increase in the dues from $10 to $15, expecting to greatly widen the field of usefulness of the club. A portion of this increase would be expended in publicity work—an element in the activities of commercial and civic organizations that is becoming more and more important each day. Memphis expended $50,000 in publicity last year. New Orleans has a regular fund of $2,400 for publicity purposes and special funds varying in amount from $2,000 to $30,000.

Publicity brings business, factories and people. It seems to have been good for other cities. The Commercial Club believes that Indianapolis should reach a little farther in these directions—and an increase in the club's dues would help.

Horse-Pool Tourney

The Commercial Club free-for-all horse-pool tourney opened Tuesday, January 3, and all the frisky players were on edge for the fray. Most of the "noon regulars" have entered, and enthusiasm has increased by leaps and bounds since the directors "took a hand" and offered the big silver trophy cup, which is now on exhibition in the club rooms.

It is a handicap affair, and every one is having as near an equal chance as the handicap committee can arrange.

The games are being played one evening each week, and each player will meet two opponents each night of play. The first games were played on Tuesday night, January 3, beginning at 7:30 o'clock. The second games were played last Monday, and will continue on successive Mondays.

The committee in charge is composed of Messrs. Howe, King, Boyd and Brown. A special unknown committee is naming the handicaps. This committee is unknown, so that all possibility of bodily violence may be prevented.

John MacVicar, twice mayor of Des Moines, Iowa, and at present a member of the commission which governs Des Moines, spoke at the Commercial Club rooms Thursday evening, December 8, explaining the commission form of government as practiced in Des Moines and the things which have been accomplished for the city under the plan. He was closely questioned by his hearers, and found some who were quick to defend the system which governs Indianapolis. Among these was Augustus L. Mason, who set forth his views in a letter. The meeting was informal, and no action was taken by the club.

COMING EVENTS

Indiana State Optical Society	Jan. 10
Indiana Retail Lumber Dealers	Jan. 11-12
Indiana Engineering Society	Jan. 12-14
Indiana State Conference of Typographical Unions	Jan. 15
F. C. Schwedtman and James A. Emery, Address to Business Men, Denison Hotel	Jan. 18
Charles H. Sherrill, Address at Commercial Club	Jan. 20
Boys' Club Benefit, "Adelaide"	Jan. 23
Pavlowa, Mordkin and Russian Ballet	Jan. 25
Indiana Brotherhood of Threshermen	Feb. 1-2
Cincinnati Symphony Orchestra and Mme. Lydia Lipkowska	Feb. 9
State Oratorical	Feb. 24
District Meeting I. O. R. M.	March 29
Jefferson Day Banquet	April 13

Men and Affairs

A gift of $5,000 each from A. A. Barnes and Arthur Jordan to the First Baptist Church was announced Christmas morning at the church by the pastor, the Rev. Frederick E. Taylor.

L. W. Landman, who has acted as general passenger agent of the Lake Erie and Western Railroad in Indianapolis since last February, has been appointed general passenger agent of the Michigan Central Railroad.

Delaware street, near South street, will have a "swimmin' hole" next summer. Frank S. Fishback has offered the use of the ground, which contains a basin 125 feet in diameter and 25 feet deep. Harry D. Tutewiler, chairman of the Indianapolis Playgrounds Commission, says it will be ready for use next summer.

The Rev. W. V. Nelson, of Irvington, has been chosen as pastor of the Fourth Christian Church, succeeding the Rev. E. H. Clifford, who has resigned.

Fred E. Schortemeier will represent Butler in the intercollegiate oratorical in Indianapolis February 24. He won over the other Butler aspirants in a recent contest.

John Franklin Carson, one of the best-known attorneys at the Indianapolis bar, died after several months of ill health, at his home, 1809 North Pennsylvania street, December 4. He was prominent in civic, club and church life, as well as in his profession. He was 56 years old and was a member of the firm Carson & Thompson.

W. H. Thompson, formerly assistant attorney-general, has become identified with the law firm Miller, Shirley and Miller, the firm name being now Miller, Shirley, Miller and Thomp-

Two Heads Are—

If there is one place more than another where two heads are better than one, it is in creating an advertising idea and then developing it into a tangible, usable form.

We know that our clients are getting better publicity since we have concentrated our combined efforts on their letters, booklets, trade-magazine and newspaper stories.

Two trained heads will find more methods of publicity than one head ever dreamed of.

MERLE SIDENER
GUERNSEY VAN RIPER

Publicity Counsel

526 BOARD OF TRADE BUILDING
Central Union Phone, Main 5440

son. Edward V. Fitzpatrick, who retired January 1 as clerk of the supreme court, has formed a law partnership with his son, W. D. Fitzpatrick, to be known as "Fitzpatrick Lawyers."

W. T. Fletcher, postoffice inspector of the Cincinnati division, whose headquarters have been in Indianapolis for nineteen years, has been appointed to the staff of inspectors of the New York division. He has been succeeded in Indianapolis by W. C. Ela, whose headquarters were formerly at Vincennes.

Members of the I. O. O. R. M. will meet by districts during February and March for the purpose of conferring degrees and coming into personal contact with the great sachem. The Indianapolis meeting will be held March 29.

Organized charity has a new mouthpiece in Indianapolis. It is a monthly magazine, the Helping Hand, published by the Charity Organization Society. George S. Cottman is the editor.

This year's benefit for the Boys' Club will be a real work of art. Hugo Mueller's one-act drama "Adelaide" will be presented, with David Bispham as Beethoven. Berrick von Norden, Mrs. Zelda Seguin Wallace, Miss Marian Miller, Mrs. Carl Lieber and Miss Hortense Rauh will also take part. It will be given at the Murat Theater Monday evening, January 23, under the personal direction of Ona B. Talbot. There will be special musical features during the evening.

C. R. Lewis, formerly general agent for the Big Four in the Indianapolis freight traffic department, has succeeded Ford Woods, and has assumed charge of the company's business at Indianapolis as division freight agent. Mr. Woods was retired by the company because of physical disability.

Harry R. Wallace has been appointed city controller to succeed Howard Kimball, resigned. The appointment was made by Mayor Shank.

The Rev. John S. Martin has been installed as pastor of the Irvington Presbyterian Church.

William L. Essman, formerly of Indianapolis, will be secretary to Governor McGovern, of Wisconsin. Mr. Essman managed Mr. McGovern's campaign. He has also been elected secretary of the Republican state committee. Mr. Essman left Indianapolis about fifteen years ago. At one time he was superintendent of the Marion County Work House.

The Indiana Engineering Society will hold its annual convention at the Denison Hotel, January 12, 13 and 14.

Through service to South Bend over the Lake Erie and Western was inaugurated January 2.

Elias J. Jacoby has been elected illustrious potentate of Murat Temple, A. A. O. N. M. S.

The G. & J. Tire Company has begun work on a one-story addition to the company's plant at 549-629 East Georgia street, and will, within a few days, start the construction of a fourth story to the present main building. The improvements will be finished by March 1, and will represent an outlay of $50,000. The new building will be 117 by 24 feet and the new story 226 by 65 feet. Both will be fireproof.

Christian F. Martens
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Phones: New, 2113; Old, Main 2626

Answer Honestly

What would your widow or estate get from your business should you die tonight? I make a specialty of "Joint-Life" Partnership and Corporation Insurance, covering two or three persons under one policy, paying the full amount at the death of the first one. This is the latest, best and most inexpensive method for providing cash for the settlements of business interests. Send me the ages and I will send you the cost and particulars. Write today.

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WE OWN AND OFFER
$75,000 Porto Rico 4% Gold Bonds
Dated January 1, 1909. Interest payable January 1 and July 1, in New York City. Denomination $1,000.
These bonds mature in two to fifteen years.
They are tax exempt throughout the United States and are approved by the attorney general.
They are acceptable as security for United States Deposits.
INQUIRIES SOLICITED
FLETCHER AMERICAN NATIONAL BANK
W. H. WADE, Manager Bond Department

I SAW IT IN FORWARD!

Going To Win? Sure!

The Commercial Club is surely and steadily creeping toward its goal. "Two thousand members by January 31" is the slogan, and the membership committee is confident that the fight will be won.

All members of this committee are extending not only a cordial, but an earnest invitation as well, to citizens of Indianapolis to identify themselves with the work and pleasures of the Commercial Club.

This committee is being assisted by individual members of the club who desire their neighbors to share in the good things brought to them by club membership.

Every member of the Commercial Club is asked to make an effort to bring in one new member before—or by—January 31. If this effort is made the club will pass the 2,000 mark at the rate of sixty miles an hour.

The following have been elected to membership in the Commercial Club:

E. L. Baker, the Waverley Company.
William D. Bancker, Indiana News Company, manager.
W. T. Chafee, Fahnley & McCrea Millinery Company, salesman.
Harvey Coonse, Coonse & Caylor Ice Company, secretary-treasurer.
A. C. Cronkhite, Western Union Telegraph Company, district superintendent.
Will W. Denvir, Underwood Typewriter Company, manager.
A. E. Dietrichs, Fahnley & McCrea Millinery Company, secretary.
Lewis W. Dougherty, Fahnley & McCrea Millinery Company, traveling salesman.
J. H. Ford, 226 Newton Claypool building, surgeon.
L. H. Griswold, 44 Lombard building, lumber broker.
William C. Headley, J. J. Newman Lumber Company, of St. Louis, traveling salesman.
Ross S. Hill, jr., Dynes Lumber Company, secretary-treasurer.
Loftus T. Jones, Sun Publishing Company, advertising manager.
Nicholas H. Noys, Eli Lilly & Co., financial department.
A. A. Oakes, Carl L. Rost, silver department.
E. Parsons, Western Union Telegraph Company, district plant superintendent.
Arthur J. Randall, Mutual Printing and Lithographing Company, salesman.
W. S. Randall, public auditor.
W. C. Stedefeld, pharmacist.
John W. Stokes, Stokes Bros.' Pharmacy, pharmacist.
Charles A. Taylor, Banner Electric Company, of Youngstown, Ohio, Indiana representative.
Julian H. Thomas, Gale Manufacturing Company, Albion, Mich., sales manager.
J. H. Swan, Swan & Edgerton, mechanical engineer.

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in the United States Casualty Co. of N. Y. We **pride** ourselves upon the **prompt** and **equitable payment of losses.**

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L. P. HORTON, Gen'l Agt.
Suite 5 Postal Telegraph Bldg.

Telephones, Main 2474—New, 3241

Go to Tucker's for Gloves

OUR GLOVES FOR
MEN, WOMEN AND CHILDREN
ARE STANDARD MAKES OF
Recognized Quality
Prices the most reasonable
We also carry Full Lines of Hosiery and Handkerchiefs

The Tucker Glove Co.
42 North Pennsylvania Street

Lambert Coal and Coke Company

Black Van Lump over four-inch screen, $4.00

Does Your Furnace Smoke? If So, Try

C. C. and B. Pocahontas

Two Yards: Phones, North 557; Prosp., 600; New 9656

THE BEST WAY TO GO

To Southeastern Indiana

IS VIA THE

Indianapolis and Cincinnati Traction Co.

A TRAIN EVERY TIME THE CLOCK STRIKES

Limiteds on the even hours—Locals on the odd hours—to CONNERSVILLE, RUSHVILLE, SHELBYVILLE GREENSBURG. For further information call Old, Main 4500—New 3939

Kurt Vonnegut, Vonnegut & Bohn, architect.
Arthur C. Wells, Travelers' Insurance Company, of Hartford, Indiana manager.
John R. Williams, undertaker.
Wallace L. Wolf, 1221 W. Liberty St., Cincinnati, Ohio, Nicola-Stone & Myers Co., lumber.
H. J. Barnard, Central Veneer Company, general manager.
Manley H. Chase, Cleveland, Ohio, Cleveland Hardware Company, Indiana representative.
Albert R. Kohlmann, 42 N. Pennsylvania St., Tucker Glove Company.
J. W. Noble, 149 E. Market St., insurance.
N. W. Nordyke, Adams & Raymond Veneer Company, treasurer.
Laurence M. Peterson, John S. Spann & Co., clerk.
Newton B. Wright, real estate.
Martin L. Burgess, Bishop & Babcock Co., manager.
Amos W. Butler, Board of State Charities, secretary.
Charles E. Cox, Supreme Court, judge.

"T'other day I went confessin'
And I asked the Father's blessin';
'But,' says I, 'Don't give me one entoirely,
For I fretted so last year
But the half of me is here
So—'"

If you, Mr. Advertiser, fretted so last year about your advertising that but half of you was concentrated on the producing end of your business, you'd better "come confessin'" to

D. S. ULLRICK
Advertising Counselor

OSBORNE ART CALENDARS for 1912 are the surperlative in unit plan advertising

Wait or send for the Osborne Man
3811 Graceland Ave. C. U. Phone, North 1061

C. E. Crippen, Crippen & Son, printers.
Thomas J. Dugan, 2540 W. Washington St., physician.
Clyde C. Gage, Western Electric Company, accountant.
Jim Gilchrist, Indiana Supply Company, manager.
Leon B. Graham, Fairbanks-Morse & Co., traveling salesman.
W. J. Goodall, W. J. Holliday & Co., secretary.
C. W. House, Fairbanks-Morse & Co.
W. W. Hudson, the Waverley Company, advertising manager.
George W. Hunt, Underwood Typewriter Company, salesman.
Paul E. Johnson, Columbia National Bank, bookkeeper.
Julius Jonas, American Lady Corset Company, salesman.
Edward H. Knight, Sullivan & Knight, lawyer.
Martin A. Laskey, Laskey Bros., brokers.
C. L. Libby, International Machine Tool Company, superintendent.
Ulysses G. Lipes, 609 State Life building, physician.
B. E. Metcalf, Indiana Refrigerating Company, secretary.
Otto N. Mueller, Vonnegut & Bohn, engineer.
W. H. O'Brien, state auditor.
Chris A. O'Connor, Thomas Madden, Son & Co., vice-president.
Frank C. Olive, 618 State Life building, lawyer.
James E. Rocap, Rucker & Rocap, attorney.
Frank F. Rogers, F. F. Rogers & Co., real estate.
Harry W. Roll, 42 Lombard building, advertising.
Alvah J. Rucker, Rucker & Rocap, attorney.
J. C. Solomon, 2250 Talbott Ave.
Thomas D. Stevenson, 719-722 Lemcke building, lawyer.
Reginald H. Sullivan, Sullivan & Knight, lawyer.
W. H. Surface, W. H. Surface & Co., broker.
Elmer W. Stout, attorney.
Theodore T. Thieme, Fort Wayne, Ind., Wayne Knitting Mills, president.
Louis A. Von Staden, 618 State Life building, lawyer.
Harry E. Yockey, 26-30 Lombard building, lawyer.

Money to Run The Business

is the occasional need of almost every merchant or manufacturer. If your account is carried with the Continental National Bank

You Can Borrow Money

when you need it and without "red tape" or delay. That's part of our Banking Service—to know our customers, to keep in constant touch with them through our Credit Department and to accommodate them promptly when needed.

Are you getting real Banking Service?

The Continental National Bank
On Meridian Street
Between the Monument and Washington Street

WHY

—Do you expose your employes to the temptation, in these days of high prices, of taking your property or your money?

—Do you not properly safeguard that which is yours?

—Do you not bond all your employes who handle stock, accounts or money in the strong

Federal

Union Surety Company

Lemcke Building, Indianapolis

?

It Would Be Well Worth While

New Phone, 4070 Old Phone, Main 2196

Steele F. Gilmore

Dentist

601 I. O. O. F. Building

McMeans & Tripp

CONSULTING ENGINEERS

MECHANICAL—ELECTRICAL

Factory Architects Machine Designers

70 Majestic Building

YOUR ACCOUNT SOLICITED

4% Paid FIDELITY TRUST COMPANY INDIANAPOLIS **on Savings**

OUR MAXIM

Safe, Conservative, Progressive

Fidelity Trust Co.

WM. M. FOGARTY, President

Phones 73 156-158 East Market Street

¶ The Indianapolis Life Insurance Company wishes to thank the business men of Indianapolis for their liberal patronage during 1910. The company made its usual substantial gains—it is the leader in LOW COST INSURANCE.

Indianapolis Life Insurance Company

OFFICERS

Albert Goslee, President Edward B. Raub, General Counsel
Frank P. Manly Vice-President and General Manager Dr. Frank A. Morrison, Medical Director
Joseph R. Raub, Secretary Dr. M. O. DeVaney, Assistant Medical Director

Home Office, Board of Trade Building, Indianapolis

Wm. B. Burford **IF IT'S USED IN AN OFFICE** **Indianapolis**

BURFORD

PRINTING **HAS IT** **LITHOGRAPHING**

BLANK BOOKS, FILING DEVICES, DESKS, STATIONERY

Steel Die and Copperplate Printing and Engraving

Calling Cards and Wedding Stationery a Specialty

TURN THE CORNER OF THIS PAGE DOWN. COME BACK TO IT. IT'S IMPORTANT.

8,000 READERS of this Magazine are not enjoying the privileges of the Commercial Club.

You are One of Them

WE extend this as a special invitation to come up and see the result of our efforts, newly decorated throughout, more room, more comfort, more pleasure in associating with old friends, more opportunities to form new friendships. The Club now enjoys the membership of nearly 2,000 of the city's brainiest, most progressive business and professional men. To you it offers all this. Mr. McClure is always here and will take pleasure in showing you through the rooms. But we'd much prefer to have you for our guest at luncheon. You will find yourself right at home, for many of your friends come up every day at noon for lunch and a quiet chat. We extend this invitation to you because we believe that your association with us will help you and help the city both commercially and socially.

Instead of "One of Them"

Be—One of Us

I SAW IT IN FORWARD!

The Best To Be Had In Town Will Be Found At

Frank G. Kamps, Jr.

Wholesale and Retail

Fish, Oysters and Game

40 Virginia Avenue

Both Telephones 610

PROMPT DELIVERY

REMINGTON
MEANS
TYPEWRITER

See { The Model 11 With Adding Attachment

Remington Typewriter Co., 37 East Ohio St.

6%

New York Central Realty Bonds

The Contentment of Safety

The Ten-Year Gold Bonds of the New York Central Realty Company are secured by the assets of the Company, aggregating $3,000,000.00 and comprising real estate in and adjacent to New York City.

They privilege the purchaser to withdraw his **entire investment with interest** at any time after two years. They are issued in two forms:

If you wish to make your capital work, buy a Coupon Bond; if you wish your work to make capital, buy an Accumulative Bond.

Write for further information.

New York Central Realty Co.

1328 Broadway, New York

INDIANAPOLIS OFFICE
917 State Life Building

HARRY ISGRIG ARLEY F. KNOLL

Isgrig Coal & Ice Company

MAIN YARDS

Cornell Avenue and 27th Street

Genuine Pocahontas

TELEPHONES

New, 6271—Old, North 330

A New Home In The New Year

You can have YOUR OWN HOME this year by letting me build it. You pay for it like rent. I will be glad to show you other houses I have built on this plan.

E. E. SHELTON

2817 Clifton St. New 151 Clifton Old 1866 North

"Nothing else is just as good"

2000 lbs.=One Ton

WE KNOW OF NO OTHER TABLE OF WEIGHTS

Wales Coal & Lime Company

New Phone 585 Old, Woodruff 350

A

man who has slept soundly or dined well is a good citizen. He's supremely

HAPPY

and a happy man's a good one. Making good and happy citizens is surely a

NEW

wrinkle in the hotel business, but you couldn't beat it——not if you tried a

YEAR

THE HOTEL KINGSTON
THE HIAWATHA CAFE

35 Monument Place Mrs. A. J. Tron

New Phone 1648

Robert F. Cook : Expert Shirt Maker

Office, Young & McMurray, 210 Board of Trade Bldg.
Factory, 219 Board of Trade Bldg.

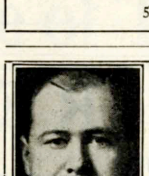
Indianapolis

Wegman Pianos

Improved Tuning Pin Block. High Grade. Call and SEE THEM

CARLIN & LENNOX

5 to 9 East Market Street



HUGH J. BAKER

Consulting Engineer

ARCHITECTURAL

Concrete Steel

408 Majestic Main 461

Fred A. Gregory, President Fred G. Appel
John J. Appel, Vice-President Frank A. Gregory
Albert J. Hueber, Secretary-Treasurer

Gregory & Appel

(INCORPORATED)

Insurance, Real Estate, Loans, Rents

121 East Market Street

"ATCH" ROSE LOTION—Something Good
"ATCH" LIVER PILLS—Do Not Gripe

H. O. Atchison

DRUGGIST, 378 Massachusetts Avenue

Established 1900 New Phone 3413

Indianapolis Plating Co.

Plating and Sign Repairing

Cash Registers, Adding Machines, Clocks
Brass Beds and Chandeliers Refinished

432-434 Massachusetts Ave.

Jno. Thompson Jno. G. Holliday

Thompson-Holliday Supply Co.

Established 1900

Highest Grade Motorcycles, Bicycles and Tires. Wholesale and Retail. Expert Repairing

444 Massachusetts Ave. Phone Main 3517

Indiana Union Traction Company

The Electric Gateway

To Warsaw, Goshen, South Bend and Ft. Wayne and all points in Northern Indiana and Ohio. Fastest and Best Service for Passenger, Freight or Express.

Start THE NEW YEAR RIGHT, NOT BY WRITING, but by

Teleposting

Twenty-Five Word Telegrams (messenger delivery) Twenty-Five Cents.

Fifty-Word Teleposts (mail delivery at receiving office) Twenty-Five Cents.

Ten Additional Words for Five Cents.

Ten-Word Telecards (mail delivery at receiving office) Ten Cents.

These rates apply to Chicago, St. Louis, Kansas City, Omaha, Springfield, Illinois, Sedalia, Missouri, Terre Haute, Indiana.

Call Main 6906 and New 3219

The Telepost Company
No. 11 West Market Street
F. B. BRADLEY, Manager

The Union National Bank

25 North Pennsylvania St.
Indianapolis, Ind.

ACCOUNTS SOLICITED
COURTEOUS AND EFFICIENT SERVICE

Resources $2,500,000

JAS. M. McINTOSH, President
ROSS H. WALLACE, Cashier

Cheap Gas *and the* New Year

¶ The Citizens Gas Company wishes for the people of Indianapolis a Happy and a Prosperous New Year.

¶ And better still, the Company will help make 1911 such a year by saving for the citizens thousands of dollars.

¶ For two years the public has benefited because of the existence of the Citizens Gas Company—in fact, the city would not be enjoying sixty-cent gas today, but for this Company.

¶ Through liberal patronage and economical management the Company has prospered, and an increased consumption of gas in 1911 and the years to come will make possible a still cheaper rate.

¶ The interests of the People and of the Citizens Gas Company are identical.

31-33 S. Pennsylvania **Citizens Gas Company** Main 6800—New 779

Capital National Bank

Capital $1,000,000 Surplus and Profits $400,000

Frank D. Stalnaker, *President* Andrew Smith, *Vice-President*
Gwynn F. Patterson, *Cashier* LeRoy Kahler, *Ass't Cashier*
John F. Kurfiss, *Auditor*

OUR PATRONS ARE SATISFIED

Sewell-Clapp Envelopes

Established 1875

Demand has increased 75 per cent in last two years and mill has just been enlarged so as to double its capacity. This growth in a business established thirty-five years ago means much of interest to consumers.

Sewell-Clapp Envelopes are sold exclusively in Indianapolis by

CLYDE A. BOWERS

717 Terminal Building—Phone Main 220

Western Audit Company

E. R. PARMELEE, Manager

Auditors & Accountants

936-940 Lemcke Building

TELEPHONES
New, 3134; Old, Main 6367

"WE STRIVE TO PLEASE"

The Bramwood Press

Printers

THIRD FLOOR, STATE LIFE BUILDING
Indianapolis, Indiana

Telephone, New 3951 Old, Main 2484

The Leading Trust Company of Indiana

The Union Trust Company

Savings—Loans—Insurance
Real Estate—Trusts

Capital, $600,000—Profits, $600,000

What's the Legislature Doing?

¶ THE BUSY MAN WANTS TO KNOW AND HE OUGHT TO KNOW. ¶ HE WILL FIND A SUMMARIZED REPORT OF EACH DAY'S DOINGS IN

THE INDIANAPOLIS STAR

I SAW IT IN FORWARD!

Service, Reliability &

G&J TIRES

Go Hand in Hand

G&J TIRE CO.
Indianapolis

A Higher Rating

MANY influences cause your personal stock to appreciate. Men of keen foresight find the Overland Automobile a profitable investment. It gives them a Higher Rating in their business and social circles. It is an indication of economy, thrift and certain future success to see a busy man saving time and money by driving an Overland. It inspires the confidence of customers. Everybody knows the Overland is a car built for service—one that declares dividends. Besides actual work during "hours," the automobile gives the owner a new sense of power—a stronger grip on life. It gives him the feeling of vim and courage to "go in and win" that his boyhood athletic games instilled in him. It revives youth.

In this car he meets customers at trains; takes them in privacy and comfort to talk business or to see new factory or real estate sites; he cements his business and social position. He would not place much confidence or money in the "other fellow" who is behind the times and fails to use the advantage of his generation. How much then do you stake on yourself? We stake our reputation upon it—what will you do about this car?

Willys-Overland Co.
Indianapolis-Toledo

Overland

$775 to $1675

Fisher Auto Co., Indiana Distributors

THE

Indianapolis News

CIRCULATION and ADVERTISING STATEMENTS for the YEAR 1910

Circulation

Average daily paid circulation, 1910..... **94,063**
Average daily paid circulation, 1909.....**90,246**

Daily Increase (Net) Over 1909 **3,817**

This is net circulation, exclusive of all copies to advertisers, exchanges, files and office use, returns, samples and papers sold after day of publication.

Distribution in Indianapolis and Suburbs **52,058**

City Carriers	42,688	Service	475
Suburban Carriers	2,078	Mail	698
Newsboys	3,110	Free	282
News Stands	2,727	Total	52,058

Advertising

	Columns
Display	**22,629.48**
Classified	**6,186.07**
Total	**28,815.55**

Daily Average, 92.06

During the year 1910 the other Indianapolis daily papers printed a total of 18,822.36 columns of advertising, exclusive of Sunday editions (The News having no Sunday paper), The News having **9,993.19 columns more than all the others combined.**

In the classified (want) advertising The News easily maintained its supremacy, having a total of **309,210** of these ads, **120,469** more than the other city papers combined.

Circulation for Twelve Years

Year	Average Net Daily Circulation	Year	Average Net Daily Circulation	Year	Average Net Daily Circulation
1899	42,178	1903	69,385	1907	74,294
1900	49,789	1904	72,895	1908	84,208
1901	56,120	1905	71,028	1909	90,246
1902	62,134	1906	75.233	1910	94,063

The Christmas Advertising

The best indication of the value of an advertising medium is the amount of advertising of local merchants it carries. Of the so-called "Christmas advertising," for the holiday trade in Indianapolis, from December 1st to 22d, inclusive, The News carried 1,626.12 columns. The other city papers (exclusive of Sunday editions) had 1,017.65 columns, The News having 608.47 columns more than all the others combined.

Approved This ____ of ____ 191__

Chairman of Membership Committee.

CAPITAL STOCK, $250,000 — SHARES, $10.00 EACH

THE COMMERCIAL CLUB : INDIANAPOLIS

APPLICATION FOR MEMBERSHIP

_____ 191__

TO THE MEMBERSHIP COMMITTEE OF THE COMMERCIAL CLUB:

The undersigned hereby makes application to become a member of THE COMMERCIAL CLUB OF INDIANAPOLIS, in conformity with Sections 1 and 2, Article 5, of the By-Laws, printed on the back of this application, and subscribes for _____ share ___ of stock in said Club, of $10.00 each, for which he agrees to pay the face value thereof to the Secretary of the Club on or before _____ 191__

THIS SUBSCRIPTION IS CONDITIONED UPON THE APPROVAL OF THE UNDERSIGNED APPLICATION FOR MEMBERSHIP

Recommended by _____

_____

_____

Name _____

Business Address _____

Firm _____

Business, Profession or Capacity _____

APPLICATION MUST BE ENDORSED BY AT LEAST TWO MEMBERS

To the Readers of the "Forward" Magazine

WE enclose this application blank to give you an opportunity to become a member of The Commercial Club and assist us in the great work of upbuilding our city. As you know, The Commercial Club stands for whatever is great and good for Indianapolis, and we need the co-operation and influence of all representative citizens in the work we are endeavoring to do. The Membership Committee is making a strenuous effort to increase the membership of the Club to 2,000 during the present fiscal year, and we know that there are hundreds of readers of this Magazine who are not only willing, but anxious to become members of The Commercial Club if only the invitation is extended. *We hereby extend the invitation in the fullest sense* and hope to receive your application by return mail, and surely by January 21, the close of the fiscal year. Every business and professional man owes to himself, his family and his business an active interest in building up and bettering the conditions of his home city, and he can do this best by joining with others in such an active and energetic public-spirited organization as The Commercial Club.

The cost of membership is shown on the back of this application. *Read it, sign it and mail it at once.*

DO IT NOW, because if you lay this aside you will be too busy to think of it again.

Yours for a BIGGER and BETTER INDIANAPOLIS,

THE MEMBERSHIP COMMITTEE

JOHN D. BROSNAN, *Chairman.*

ARTICLE V

MEMBERSHIP

SECTION 1. In order to become a member of the Club, a person shall make application in writing, stating the number of shares of stock then subscribed for by him. The application shall be delivered by the Secretary to the Membership Committee, who shall pass on the same; and if approved, direct the Secretary to notify the candidate of his election. Such Committee shall each month report to the Board the name of persons thus approved. Upon the payment of the membership fee, he shall be deemed a member.

SECTION 2. The membership fee shall be $5.00, payable in advance, and the annual dues from each member shall be $10.00, payable in two installments of $5.00 each, on the first Monday in May and the first Monday in November of each year. Persons making application for admission to membership must subscribe, at the time of said application, for not less than one share of the capital stock of the Club.

To become a **resident member** the expense will be

One share of stock	$10.00
Membership fee	5.00
Semi-annual dues	5.00

Non-Resident Members are exempt from payment of dues; all other terms the same as resident members.

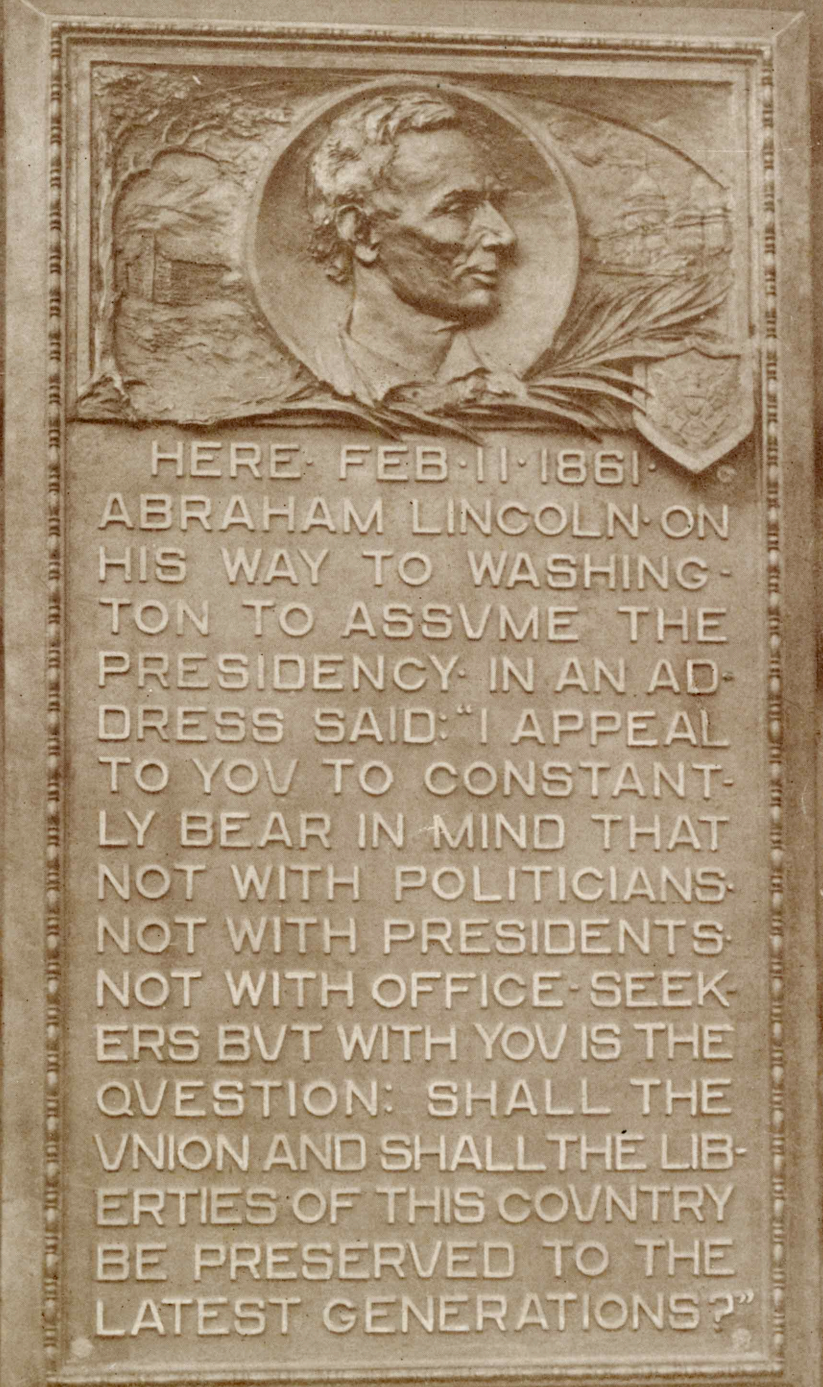
Dues are payable semi-annually in advance, $5.00 November 1st and May 1st. When joining the Club, dues are pro-rated monthly; for example, a member joining the Club August 1st, would only be required to pay dues $2.50 to November 1st, and the total expense at that time would be $17.50; joining November 1st, dues $5.00 would have to be paid to May 1st, and the total expense would be $20.00.

VOLUME IV FEBRUARY 1911 NUMBER 1

FORWARD!

INDIANA STATE LIBRARY

THE MAGAZINE FOR INDIANAPOLIS


HERE · FEB · 11 · 1861 ·
ABRAHAM LINCOLN · ON
HIS WAY TO WASHING-
TON TO ASSVME THE
PRESIDENCY · IN AN AD-
DRESS SAID: "I APPEAL
TO YOV TO CONSTANT-
LY BEAR IN MIND THAT
NOT WITH POLITICIANS ·
NOT WITH PRESIDENTS ·
NOT WITH OFFICE · SEEK-
ERS BVT WITH YOV IS THE
QVESTION: SHALL THE
VNION AND SHALL THE LIB-
ERTIES OF THIS COVNTRY
BE PRESERVED TO THE
LATEST GENERATIONS?"

TABLET ON CLAYPOOL HOTEL

LINCOLN IN INDIANAPOLIS 50 YEARS AGO

I
306
F745
v.4#1
cop.2

PUBLISHED BY THE COMMERCIAL CLUB OF INDIANAPOLIS

For Privacy and Convenience

Our customers have been given a room in this bank for their own private consultations or for the arranging of any of their banking business.

Both Phones—Long Distance Booth—Messenger Service—Stationery

You are invited to take advantage of our 3% on checking accounts, and 4% on savings.

J. F. Wild & Co.—A State Bank

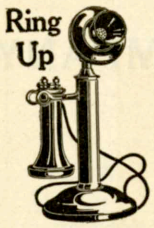
123-125 East Market Street

OLDEST BOND HOUSE IN INDIANA

FORWARD!

Forty-eight Indianapolis advertisers recognize and are awake to the value of FORWARD! as an advertising medium. Their advertisements appear in this, the February number of FORWARD! to be read by 10,000 business and professional men of Indianapolis.

FORWARD!



Main 6776
New 1862
A Call Will Bring Us
To Your Door

Make Our Print Shop Your Own

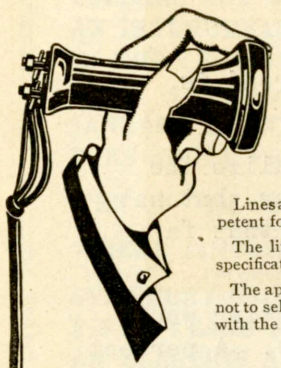
Effective Advertising Requires Effective Printing

Harmony in colors of paper, ink and face of type doth make for trade and the retaining of it. Effective printing satisfies the customer whose "well done" happifies the printer.

THE ROUGH NOTES COMPANY
Does Effective Printing

This keeps its presses busy and retains its patrons for whose appreciation of effective printing it is grateful.

Location, 220-222 East Ohio Street



One Policy! One System! Universal Service!

THE BELL SYSTEM !

Ten Million Miles of Telephone Lines!
5,500,000 Telephones Connected !

Lines and apparatus designed by a large and competent force of trained electrical engineers.

The lines built according to strict and uniform specifications by our own construction department.

The apparatus built in our own mammoth plants, not to sell at fancy prices to innocent investors, but with the sole purpose of giving service.

THE OPERATION

of this enormous plant under the direction of a harmonious Traffic Department, according to uniform rules and by operators trained in our own schools of instruction.

THE MAINTENANCE

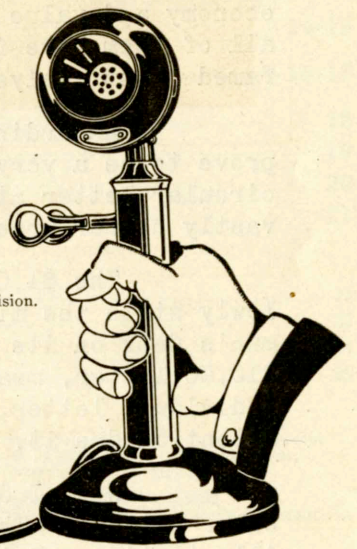
of this plant by well trained and skillful electricians, under expert supervision.

One System Throughout, Uniform, Intercommunicating.

Instantaneous and Continent-Wide.

210,000 CONNECTIONS IN INDIANA

Central Union Telephone Company
Contract Department, Main 4800



M. A. LASKEY C. G. LASKEY

Laskey Bros.

DEALERS

Stocks, Bonds and Other Securities

ESTABLISHED 1900

202 State Life Building

PHONE, OLD, MAIN 1334 PHONE, NEW 1515

FRED M. MEIERE COMPANY
PRINTERS
INDIANAPOLIS

Messrs. Tom, Dick and Harry,
Indianapolis.

Gentlemen:

The circular letter that is read is cheapest in the long run.

Business men have come to realize the economy and value of the circular letter, but not all of them have followed economy into that far-famed "last analysis."

An ordinary, printed $1.00 letter would prove to be a very expensive investment. A perfect circular letter at $10.00 a hundred would come vastly nearer true economy.

The $1.00 letter would cry aloud of its lowly state the minute it paused on a business man's desk on its way to the waste-basket. The $10.00 letter, measuring up to the standard of an individual letter, would receive the deference and attention due it.

Now, I do not charge $10.00 for my circular letters. The figure is used merely as an illustration. But, I do produce circular letters that command the attention and respect of business men who receive them. My price is between $1.00 and $10.00 and I would consider it a privilege to give you the exact figure.

Yours very truly,

Fred M. Meiere

FORWARD!

The Magazine for Indianapolis

Vol. IV FEBRUARY, 1911 No. 1

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FORWARD! is published on the tenth of each month, which is Indianapolis Day, by the Commercial Club of Indianapolis, under the supervision of the FORWARD! COMMITTEE—Winfield Miller, Walton L. Dynes, John E. Hollett, Franklin Vonnegut and R. G. McClure

FORWARD! is read by 10,000 business and professional men of Indianapolis
Advertising rates furnished upon application. Address FORWARD! 526 Board of Trade Bld'g, Indianapolis
This magazine is printed by the Hollenbeck Press

Don't Merely Say

"I want a brass bed" to your dealer. That is not the way to get a dependable one. The magic sesame in the purchase of a good brass bed is the expression "Laycock, Indianapolis." Say that and know what you are getting. Our goods are guaranteed and we are here to make our guarantee good.

The T. B. Laycock Mfg. Co.

Indianapolis, USA

Dollars and Cents

THE Commercial Club stands in actual need of money with which properly to continue its work of advancing the interests and welfare of the city of Indianapolis.

Through its Board of Directors it has planned to raise the needed funds by asking the members of the club to ratify an amendment to the club's by-laws, increasing the semi-annual dues from $5 to $7.50.

In other years the present dues were made to answer the requirements of the times.

Since then Indianapolis has grown. The field of the Commercial Club's usefulness has widened.

Since then the Commercial Club has grown and has accepted heavier responsibilities.

The present dues are not adequate if the club would measure up to its opportunities and responsibilities.

It DOES INTEND to "measure up"—providing the club members uphold the directors and VOTE IN FAVOR of the increase at the annual meeting of the club membership, to be held in the club rooms on the evening of Monday, February 13.

It has been shown that other similar organizations receive two and three times the amount of dues asked by the Indianapolis Commercial Club. Some of them more than that. Many of them are not doing as much as the Indianapolis Commercial Club, and none is doing more in proportion to its revenue.

The action of the Board of Directors in recommending an increase in dues was taken after a careful consideration of the club's and the members' best interests.

It represents the cool and dispassionate judgment of the men who were elected for this very purpose—that of exercising their judgment for the best interests of the club and its members.

The directors are more intimately related to the club's needs than the average member, and the directors say the CLUB NEEDS THE MONEY.

This is their judgment. Will you ratify it?

FORWARD!

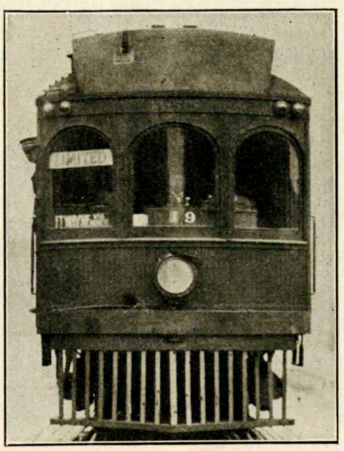
THE MAGAZINE FOR INDIANAPOLIS

GUERNSEY VAN RIPER, Editor MERLE SIDENER, Manager

VOLUME IV FEBRUARY 1911 NUMBER 1

AN INTERURBAN CITY

HOW INDIANAPOLIS TRACTION LINES HAVE GROWN SINCE THE FIRST CAR ARRIVED, JANUARY 1, 1900



ELEVEN years ago—on the first day of January, 1900, to be precise—the first interurban car bumped its way through the cornfields into Indianapolis.

It came from Greenwood, about eleven miles away to the southeast.

Today you can go to Louisville, Ky., over the traction road that has grown from the Indianapolis-Greenwood acorn—or spike.

Eleven years ago, that Indianapolis-Greenwood traction car came and departed in solitary grandeur.

Today there are, on an average, 472 traction cars in and out of Indianapolis during each twenty-four hours—approximately twenty to every hour of the twenty-four.

Fiction is outdone and romance is outromanced in the wonderful story of interurban development in Indiana—a story resting now between the two covers 1900 and 1911. Its end no one can foretell, and its past, present and future importance to Indianapolis is equally beyond the power of approximation.

Every one knows of Indianapolis as a great interurban center, Even in the far east of New York city, this is known of all men, even those who still associate Indiana with the Indians. The people of Indiana and Indianapolis know that Indianapolis is the center of a great interurban system, but their knowledge, in most cases, is general.

For example, how many know that there are almost 2,000 miles of interurban track in Indiana over which cars are being operated, or can be, into Indianapolis? This track, if placed in one continuous line, would reach to Dallas, Texas, and back again to Indianapolis.

There are now six separate and distinct companies operating interurban lines in and out of Indianapolis. These are the Terre Haute, Indianapolis and Eastern, with 380 miles of track; the Indiana Union Traction Company, 365 miles; the Indianapolis, Columbus and Southern, 117 miles; the Indianapolis and Cincinnati, 108 miles; the Indianapolis Crawfordsville and Western, 45 miles, and the Indianapolis, Newcastle and To-

ledo, 45 miles. The total mileage is 1,060.

Directly contributory, and running their own cars into Indianapolis, there are four other lines, the Fort Wayne and Wabash Valley, the Winona Interurban, the Ohio Electric and the Lebanon and Thorntown, their mileage being, respectively, 130 miles, 67, 40 and 11.

The mileage of these four companies is 248, which, added to the mileage of the first six companies, brings the total to 1,308 miles.

There is, in addition, 710 miles of track in Indiana over which cars are not run into Indianapolis. This makes the total interurban mileage in Indiana, 2,018.

Of the 710 miles not directly contributory to Indianapolis, however, only 128 miles is not connected with lines that do enter Indianapolis.

The actual number of companies does not give an adequate idea of the scope of the interurban system. Three of the six companies that operate in and out of Indianapolis are composed of divisions that constitute practically separate and individual lines. Thus, the Terre Haute, Indianapolis and Eastern has five divisions, the Indiana Union Traction three and the Indianapolis and Cincinnati two. So, while only six companies are operating, thirteen distinct lines enter Indianapolis. Again, these divisions have various terminals and connections, and are so constituted that the actual number of lines entering Indianapolis mounts well up into the twenties.

FOUR BUSY YEARS

From January, 1900, when the first car came in from Greenwood, until the beginning of 1904, there was great activity in traction circles. Everybody was building. Ties and rails were going down, and overhead construction was pushed equally as fast. Power stations were built and equipped. Rolling stock was bought—and an army of men found new employment, both in construction and in operation. All of this happened prior to 1904, for during the year of 1904 the interurban railroads carried 3,251,522 passengers in and out of Indianapolis.

Think of that! More than 3,000,000 people were riding and utilizing a means of transportation which, four years previously, did not exist.

Analyzing this figure, you learn that nearly 9,000 people were being carried, in and out of Indianapolis, every day on the interurban lines. That is what had been built up from the 1st of January, 1900, to the 1st of January, 1904.

GREAT TERMINAL BUILT

Another thing had happened meanwhile. During those first four years the interurban companies had had their individual stations. They were in various parts of the city. The great growth of the traction business called for a radical step. Before 1905 arrived a magnificent union station for interurban lines had been erected in the heart of Indianapolis—a monument to Indiana's progress in the field of interurban development. This building—the Indianapolis Traction and Terminal Station—nine stories high, and with train sheds half a block deep and sheltering nine tracks, made the country gasp. At the time it was built it was the only exclusive electric railway terminal station in the world. Other cities in the middle west have followed the example since, but none has outdone Indianapolis. All interurban cars now enter and depart from this station.

The growth of passenger traffic was steady and persistent, and is adequately shown in the following official table:

Year.	No. of Passengers.
1904	*3,251,522*
1905	*3,839,706*
1906	*4,418,034*
1907	*4,977,295*
1908	*4,901,384*
1909	*5,064,210*
1910	*5,618,946*

Thus, in seven years the Indianapolis traction lines have carried 32,071,097

passengers. It took many, many passenger trains to do the work. In 1909 there were 172,233 passenger trains in and out of the Terminal Station. This was an average of 14,353 for each month. It was an average of 472 for each day of the year. It was an average of a little less than twenty for each hour of the day.

In 1910, the record was still better. There were 182,397 passenger trains, in and out. The average, per month, was 15,200; per day, 500, or a little better than twenty per hour.

NEW PHOTOGRAPH OF TRACTION TERMINAL BUILDING AND TRAIN SHED, MADE POSSIBLE BY RAZING OF OLD WINDSOR BLOCK

The largest number of trains in and out in one day was 838, which would seem to test the capacity of the Terminal Station. But, no! They say over there that they could handle twice as many cars as they have ever handled in the past—yes, even more than that. It would necessitate a slight changing of schedules, though, so that all the trains would not be under the sheds at the same time.

Freight traffic has also been developed and increased with the passenger traffic. During 1909 there were 20,019 freight trains in and out of Indianapolis over the interurban lines. This was an average per month of 1,668, or 55 per day.

In 1910 the total had increased to 22,827, an average of 1,902 per month, or 63 per day.

Even the baggage of their patrons is a matter that must receive the serious consideration of the traction companies. In 1904 the various lines carried 46,264 pieces of baggage; 41,616 in 1905; 51,948 in 1906; 110,764 in 1907; 155,974 in 1908; 185,392 in 1909, and 234,652 in 1910. The United States Express Company is now operating on nearly all of the lines out of Indianapolis.

The modern interurban car is a well-built, comfortable car, varying in length from 62 to 66 feet. The early types of this car ran from 40 to 45 feet. The cars are divided into three compartments, a general passenger compartment, a smoking room and a compartment for baggage and express.

Sleeping cars have been built for interurban service, and are in use between Springfield, Ill., and St. Louis on the

Continued on Page 21.

IN THE LEGISLATIVE HOPPER

FOR more than one month the sixty-seventh session of the Indiana General Assembly has been at work in the state house. It has dealt with questions of importance to the state and its various sections—and will deal with others. Some of these are of peculiar importance to Indianapolis inasmuch as they are almost wholly Indianapolis measures.

One of the most important measures before the assembly, as far as Indianapolis is concerned, is the track elevation "bill" which was introduced in the senate by Senator Harlan of Marion county. This is in reality an amendment to the present track elevation bill, but it provides sufficient funds for the city to proceed with the work of track elevation by raising the maximum tax levy from 4 to 6 cents, and removes the stipulation that not more than $400,000 worth of elevation be contracted for in any one year. It provides also that funds raised by this levy may be used for no other purpose.

VIADUCT AND POGUE'S RUN

Under the present plans of the city, the elevation of tracks could be carried through to completion with the additional money. Virginia avenue would be opened under the viaduct and all tracks would be elevated at that point. Pogue's Run would either be converted into a sanitary sewer or its channel be diverted. A strong effort would likely be made to convert it into a sanitary sewer.

Representative Spencer has introduced a "playgrounds bill," which would provide playgrounds and equip them in Indianapolis. Revenue would be derived from a special levy of one-half cent and the money known as the "Recreation Fund." The levy would be made by the common council. The bill provides also for the establishment and equipment of public baths and public comfort stations in cities of the first class.

Senator Harlan and Representative Keegan, of Marion county, have been entrusted with the Winona Technical Institute bill, which, by means of a special three-cent levy, would provide funds for the institution. This is exclusively an Indianapolis bill. It would affect no other city.

CITY HOSPITAL FUNDS

The Board of Health Commissioners is interested in a measure providing a special levy for its purposes, which would include funds for a new city hospital. A levy with a minimum of 10 cents and a maximum of 12 cents is asked. It should be understood, however, that should such a levy be granted, it would do away with the present appropriations which amount approximately to a nine-cent levy. Under the minimum schedule a ten-cent levy would in effect be an increase of but 1 cent.

An increase of 1 cent in the tax levy is asked in behalf of the free kindergartens of Indianapolis. They now receive the benefit of a one-cent levy. They would have this levy 2 cents.

A bill to provide a memorial building for the celebration of Indiana's one-hundredth anniversary of statehood in 1916 has been introduced in the house of representatives by Representative Veach, of Clay county.

It is proposed that the building shall house the state library and museum, public library commission and the educational and scientific offices of the state.

A commission of five members is provided, these to serve without pay. They would select the site and plan the building, and have $1,000 for expenses.

If the assembly acts favorably on the recommendation of Governor Marshall, Indianapolis will be the seat of a splendid new hospital, to be established in connection with the Indiana University School of Medicine.

This is made possible by the terms of

an offer made through Governor Marshall by Dr. Robert W. Long, and his wife, Mrs. Clara J. Long. They have offered to the state, for the purpose designated, property valued at $200,000, located in Indianapolis. The proceeds of this property they propose to devote to the establishment of the "Robert W. Long Hospital of Indiana University" if the general assembly accepts the offer and provides, as required, a maintenance fund. Governor Marshall has recommended that the offer be accepted and that a maintenance fund of $25,000 per annum be provided. Dr. and Mrs. Long reside at 1107 Central avenue.

WHAT A WOMAN WOULD DO

By Grace Julian Clarke

SINCE reading the suggestive articles by Mr. Fortune and Mr. Bookwalter in the January FORWARD! it occurs to me that perhaps it would be a good plan to set a date for the completion of the magnificent improvements therein proposed, and all work together toward a definite end and time.

In view of our approaching centenary as a state and the growing desire for its suitable observance in the erection of a splendid library building, would it not be well for our city to bestir herself and get ready for this jubilee? Why not make "Indianapolis—1916" the slogan, and all join hands in helping to make our capital the thing of beauty that it might be?

But let us not stop here: "Indianapolis—1916" should mean not only the completion of the boulevard system, the removal of Pogue's Run, track elevation, new police and fire headquarters, and a new dispensary, but let it embrace other reforms, such as the regulation of the night messenger service, municipal recreation centers, including public playgrounds and an athletic field for schoolboy track meets, and a beautiful and commodious Boys' Club house.

The work of sifting out fraudulent charities from those that are worthy, so well begun, should be continued, and systematic efforts should be made to educate and assimilate the increasing foreign contingent among our citizenship.

We need more public comfort stations, and they should be a vast improvement over the one we have.

"Indianapolis—1916" should mean the conversion of every public school-house into a social center, where all the people of the neighborhood should feel at home, where concerts, moving-picture shows, etc., should take place, and where true democracy should be exemplified.

It should certainly mean the abatement of the dreadful smoke nuisance, an increasing number of overhead wires buried each year, and a more thorough and systematic treatment of tree pests, as well as a curb put upon the Park Board in tree trimming.

It should mean popular band concerts once a week, in the University Park in summer and in Tomlinson Hall in winter, with a nominal charge for the latter, and more free days at the Herron Art Institute.

It is not easy to stop in this enumeration, and I can not close without expressing the conviction that if women are given municipal suffrage these reforms will be much nearer realization than they seem today.

JANUARY EVENTS IN INDIANAPOLIS

Terms of newly elected state officials begin.

Harry R. Wallace becomes city controller.

John Blumberg elected president of the city council.

Indiana Democratic Club takes option on Wetzel property for new club home.

Merchants approve plan to improve fire department and lower fire insurance rates.

Major William Escott, of the Salvation Army, transferred to command of Maryland-Virginia division.

Council agrees to the sale of old fire headquarters property.

Dr. Frank A. Morrison re-elected president of the board of school commissioners.

Seven national banks hold annual election.

Tomlinson Hall to be used as drill-room for city's policemen.

Sixty-seventh session of Indiana General Assembly convened on January 5.

City officials agree on need of seven new bridges, to cost $50,000.

All Souls' Unitarian Church is dedicated.

Superintendent of Police Hyland offers medal to any woman who will shoot purse-snatcher.

Insurance men sign fire rate reduction agreement.

Traffic managers and shipping clerks form traffic club.

Smoke Abatement Society opens campaign of education.

E. B. Peck elected president of Central Electric Railway Association.

Price of cold storage eggs falls four cents.

Commercial Club declares for "safe and sane" Fourth of July.

Movement launched to bring army departmental encampment here July 4.

Business men begin preparations for American Chemical Society convention.

Indianapolis musicians form new symphony orchestra.

Finance committee of city council considers $200,000 bond issue for fire department improvements.

Approximately 900 pupils graduated from city's grade schools.

Fire department's new auto squad wagon covers forty blocks in six minutes.

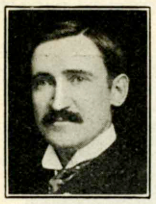
Board of works orders extension of Each Michigan street car line to Emerson avenue.

Death takes a number of well-known citizens, including William A. Hughes, Sol P. Hathaway, Arthur N. Dwyer, Furman Stout, Robert B. Duncan and Granville G. Allen.

DOES ADULT PROBATION PAY?

CITY COURT PROVES MEN AND WOMEN SINCERE
IN TIME-WORN PROMISE TO "NOT DO IT AGAIN"

BY
JAMES A. COLLINS
Judge of the City Court



THESE THINGS WE NEED

1. **The establishment of a district workhouse in connection with a farm of 500 acres to furnish adequate employment for the inmates.**
2. **A parole law for misdemeanants.**
3. **A court matron to investigate all cases of women and girls and provide for their supervision. —Judge Collins.**

DOES the probation system—as a means of helping delinquent men and women—pay?

During 1910 only eleven out of 352 men and women failed to take advantage of the opportunity offered under this system in the Indianapolis City Court.

Less than two per cent of 3,358 persons who came before the court and were suffered to depart under suspended sentence or judgment withheld, have failed to measure up to the trust imposed in them.

Probation is defined as "a judicial system by which an offender against penal law, instead of being punished by a sentence, is given an opportunity to reform himself under supervision, and subject to conditions imposed by the court, with the end in view that if he shows evidence of being reformed no penalty for his offense will be imposed."

The application of this principle of dealing with offenders against the law was made possible by an act of the legislature of 1907 which gave criminal and circuit courts the power to suspend sentence and withhold judgment, yet under the provision of the law creating these courts and defining their jurisdiction, they are given the same power as circuit and criminal courts in those cases over which they have *concurrent* jurisdiction with circuit and criminal courts.

The problems of our city court are neither understood nor appreciated except by the few who come in contact with them through their official relations.

During the year ending December 31, 1910, there were 15,254 cases disposed of in the city court of Indianapolis. These cases were filed against 12,208 persons, placed under arrest. Of this number 1,619 were committed to the workhouse, 1,282 to jail and 131 to the Woman's Prison. The court withheld judgment in 3,122 cases and suspended sentence in 236. The rest were disposed of either by the payment of money fines, appeals to the criminal court, grand jury, dismissed or discharged.

The total receipts of the court for the year were $37,051.75. Whatever of success has been met in the disposition of this large amount of business must be attributed to the new method of dealing with such offenders, i. e., the probation system.

In those cases in which the judgment was withheld or sentence suspended the defendants were largely first offenders and most of them were released without any conditions other than that a return to court for the same or any other offense would result in the court taking such action as the facts in the former case justified. In 352 of these cases the court re-

quired supervision of the defendant during a period ranging from six months to a year. While there is no provision under the law for the appointment of probation officers the court was successful in securing the co-operation of citizens in each of these cases. Of this number placed on probation only eleven have been rearrested and the sentence imposed, and less than two per cent of the total number where judgment was withheld or sentence suspended have been returned to court for a second or subsequent offense.

WOMAN'S DAY IN THE CITY COURT

Much of the suffering caused the poor when brought into police court has been the imposition of money fines. Under the law these fines must be paid or stayed at once or the defendant is incarcerated. The offense carried with it no term of imprisonment. The defendant was therefore imprisoned because he was unable to pay his fine, which was in effect the enforcement of the old principle of imprisonment for debt.

To aid this particular class there was introduced in connection with the probation system a plan for the collection of fines without imprisonment. In those cases where a defendant had others dependent upon him for support he was released on his own recognizance and the case held under advisement for thirty to sixty days as the circumstances seemed to justify, and the defendant instructed at the expiration of that time to report to the court prepared to pay his fine. During the year just closed 830 persons were released in this way and given an opportunity to earn the money to pay their fines. Of this number forty-nine were rearrested for failure to pay and laid their fines out in the county jail or workhouse, and forty-seven left the city. The balance lived up to their obligation with the court and paid in more than $7,500.

No unfortunate appealed more strongly to the court than the victims of the liquor habit. In 101 cases of first offenders the court withheld judgment on condition that the defendant take the

pledge and all but ten kept the same faithfully.

In the severe cases, where the defendant was bordering on delirium tremens, he was committed to the workhouse and the superintendent informed of his condition. While there are no special arrangements for the treatment of inebriates at the workhouse, Superintendent O'Connor has provided a separate ward for such cases in the west wing of the prison, formerly used for women. Under direction of Dr. Sullivan, the prison physician, these men are given proper medical attention and every effort made to restore them physically and mentally.

CREDIT TO OTHERS

To Amos W. Butler and Demarchus C. Brown, of the Board of State Charities, is due the credit of the suggestion for a separate session for the trial of all cases involving women and girls. Following this suggestion, Wednesday afternoons were set aside for the trials of all such cases. The need of special work among the wayward girls and delinquent women especially appealed to the Local Council of Women, and they appointed, at their own expense, a woman probation officer to look after this class of cases. It would be impossible to convey through the medium of this article the splendid results that have been obtained through this new method of helping the unfortunate women brought into the city court.

The criminal code is absolutely silent about making provision for injuries to either the person or property, except that in cases of malicious trespass the court may fine the person double the amount of the property damage. If the defendant is unable to pay such fine then the citizen is required to support him in the jail or the workhouse while he is laying out his fine. As another feature of the probation plan the court has required, in those cases involving damage to either the property or person, that the person charged with the offense make full and complete restitution before the final disposition of the case. Under this plan more than $1,800 has been recovered by way of restitutions.

The court has recently arranged with Superintendent O'Connor, of the workhouse, for the imprisonment of all persons under 21 years of age in the east wing of the former woman's prison. Under this arrangement such offenders are kept separate and apart from the old and hardened criminals.

In those cases where it was apparent that the defendant was suffering from physical or mental defects the court has required a medical examination before taking final action. As the result of this plan three surgical operations have been performed—two being operations on the brain and one for sterilization. Three additional cases were successfully treated for the drug and liquor habits.

To Martin J. Hyland, superintendent of police, the court is deeply indebted for his co-operation in the establishment of this reformatory work.

MONEY AND MORALS

This is but a brief outline of the work of one year of a probation system in the city court. The record shows that the receipts for the year were approximately $11,000 below those of the preceding year. There was a diminution of $3,300 of city prosecuting attorney's fees, which has been eliminated by statute, and $5,400 of county prosecuting attorney's fees, and $5,200 of docket fees, because a less number of persons were fined. But on the other hand there was an increase in fines paid into the city treasury of $1,496.34, and of state fines, which went to the common school fund, of $848.36. Besides, there was a saving to taxpayers of $1,393.61 in the cost of feeding prisoners at the county jail and $4,631.95 in the cost of maintenance at the Marion County Workhouse. This leaves a balance in favor of the taxpayers of more than $3,000. No system of justice can be measured by dollars and cents. The moral uplift is more vital to the community.

MEN OF THE MONTH

One good term deserves another, said the members of the Board of School Commissioners, and thereupon they re-elected Dr. Frank A. Morrison as their president. Dr. Morrison became a member of the board in the fall of 1909, when he demonstrated his ability as a "runner." He was immediately sized up as presidential timber, and was at once elevated to that office when his term as commissioner began. He has now served a little more than one year, during which the public schools of Indianapolis have certainly prospered. Dr. Morrison is the last man to take any of the credit to himself, but his re-election is a compliment that he can't dodge or construe to his disadvantage.

Arthur Bohn has had an active part in the material growth and development of Indianapolis. As a member of the firm of Vonnegut & Bohn, architects, he has become thoroughly identified with the city through the buildings which have been designed in his offices. A recent honor is his election as president of the Architects' Association of Indianapolis—a capable and discriminating body of practical dreamers. The death of the late Bernard Vonnegut has caused a recent announcement to the effect that Kurt Vonnegut, son of Bernard Vonnegut, and Otto N. Mueller, formerly chief engineer of the Noelke-Richards Iron Works, have become members of the firm of Vonnegut & Bohn.

Here we have H. L. Ogborn in the attitude which has made him famous. He is a monumental architect —and a monumental good one. When he sharpens his pencil and settles down to his drawing board there's something doing. One day, when thus employed, there appeared under his magic touch the outlines of the Indiana monument which now graces the National Military Park, at Vicksburg, Miss. He polished it up, added the necessary details, and lo! it took its present form. Other evidences of his art may be seen at Crown Hill. Beginning here as a boy, he has grown in stature and ability until a whopping big establishment at Canton, Ga., has now gobbled him up.

MEN OF THE MONTH

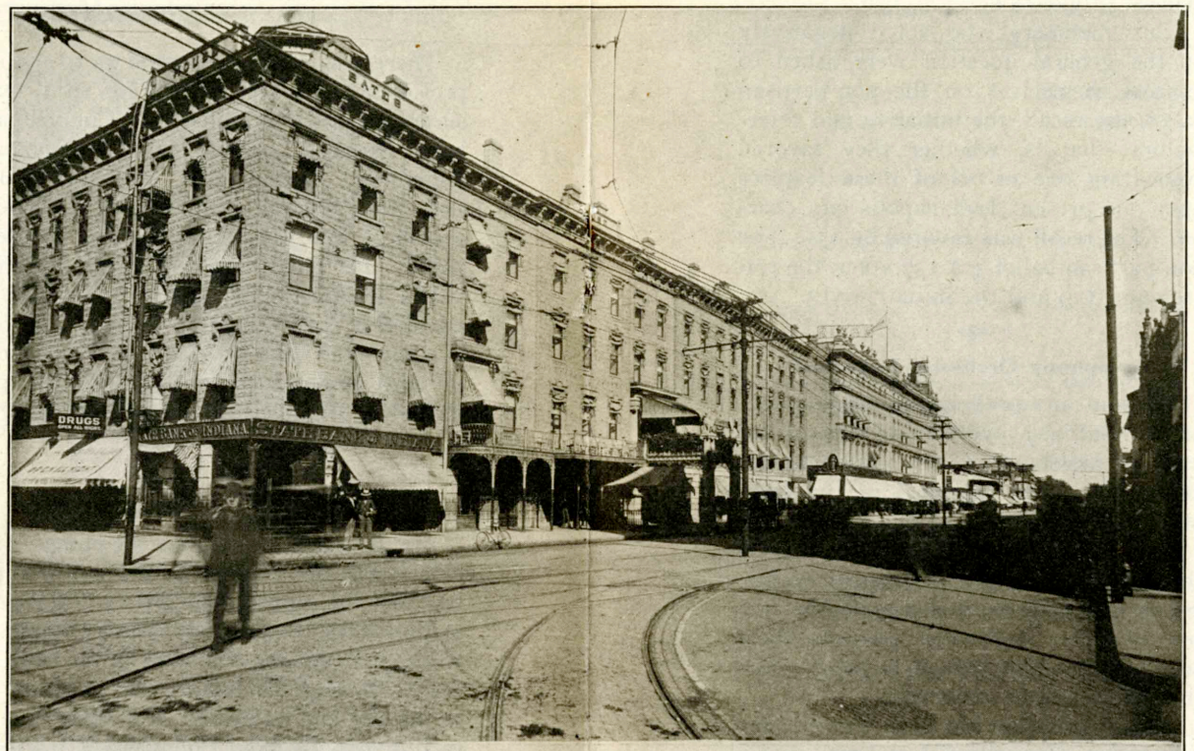
There was some discussion as to the identity of the president of the city council for 1911, but when it had simmered down to a final vote, Councilman John Blumberg emerged smiling and triumphant. President Blumberg! It says itself. And you would wait a long time for President Blumberg to say it himself. He is a man of few words, but the few are generally to the point. He picked up the gavel surrendered after a year's service by Dr. W. H. Johnson, and so far has wielded it with becoming grace. The present council is confronted with problems, and will meet with others of high importance to the city. Its people look to President Blumberg to guard their interests jealously.

Mr. Brossmann designed the pump. To be more specific, it was Mr. Charles Brossmann who did the designing, and the pump is the BIG PUMP at the Riverside station of the Indianapolis Water Company. That pump works for Indianapolis most all the time, so Mr. Brossmann, through his handiwork, is pretty closely related to the city and its needs. For some time after he came to Indianapolis from Philadelphia, his former home, he was identified, as engineer, with the Indianapolis Water Company. His ability as a designer and builder of machinery of this type has led him into larger fields. He has just been re-elected secretary of the Indiana Engineering Society.

Capt. Walter Ripley, of Engine House No. 1, has stepped up a round on the fire ladder and is now fourth assistant chief of the Indianapolis Fire Department. Ripley is a good man and true in the fire-fighting business or Chief Coots would never have helped him up the ladder. That's sure. Ripley will probably not begin his new duties for two or three weeks. His promotion is one of the steps being taken to strengthen the fire department and this is, in itself, a compliment to him as well as a source of satisfaction to the city. When FORWARD! insisted on having his photograph, Ripley had to borrow the only one in existence from an aunt. But, just mention fires!

BATES HOUSE, WHERE LINCOLN SPOKE IN '61, AND ITS SUCCESSOR, BEARING MEMORIAL TABLET

OLD BATES HOUSE



ITS SUCCESSOR, THE CLAYPOOL HOTEL, SHOWING CITY'S GROWTH

FIFTY years ago, almost to the day, Indianapolis—what there was of it—was very much excited.

Abraham Lincoln, president-elect of the United States, was on his way to Washington to be inaugurated, and he had consented to stop over night in Indianapolis.

Lincoln left his home, Springfield, Ill., on a special train, preceded by a pilot engine, on the morning of February 11, 1861. He was accompanied by a group of friends and officials, and was due in Indianapolis at 5 o'clock that afternoon.

All day long there were many people on the streets of Indianapolis. Flags were everywhere. A committee of the state legislature had gone to the state line to meet the president-elect and to accompany him on his train to Indiana's capital. Of this committee was General Steele, of the senate, who, in a speech made the president-elect welcome to Indiana.

There were crowds at all of the stations, and speeches at some of them by Lincoln. In Indianapolis, as the afternoon wore along, the fire department, uniformed and on edge, got out into the streets and was joined by the military companies. Presently they moved in order to the place where the old Lafayette Railroad crossed Washington street. The crowd followed and occupied every available place of vantage.

"THERE HE IS!"

At about 4:30 o'clock an excursion train of eight coaches came in, and among others there alighted therefrom an old man lugging a carpetsack. There were cries of "Lincoln!" "There he is!" The shouts subsided in good-natured laughter as the mistake became evident.

At just 5 o'clock the first of a salute of thirty-four guns proclaimed the approach of the presidential train. One minute later it stopped at the crossing and "Honest Abe" was here.

An open carriage, drawn by four white horses, bearing Governor Morton, William Cumback and two others, had been drawn up so that it was very close to the rear platform of Lincoln's car when it came to a stop.

MR. LINCOLN APPEARS

As the president-elect appeared on the rear platform, and answered the roar of welcome from the crowd, Governor Morton arose in his carriage, and, standing there, publicly bade Lincoln welcome to Indianapolis. Lincoln replied and immediately afterward he, with his party, was conveyed in carriages to the old Bates House, at Washington and Illinois streets.

As the visitors moved through the streets, accompanied by the fire department and the military companies, the crowd which followed compelled Lincoln, by its shouts, to stand in his carriage and acknowledge its cheers and applause.

The parade proceeded east on Washington street to Pennsylvania street; north on Pennsylvania to Ohio; west on Ohio to Illinois, and thence south on Illinois to the Bates House, at Washington street.

Arrived there Lincoln disappeared within, to appear almost immediately on the balcony, accompanied by Governor Morton and others, where he addressed the crowd which filled the streets below.

Afterward he received some of his friends in the hotel.

At 7 o'clock the members of the state legislature came to the hotel and were received by the president-elect. At 8 o'clock the general public was received, and the reception continued for some time into the night.

Lincoln spent the night at the Bates House, and the next morning—Tuesday, February 12—he, with some of the members of his party, walked to the home of Governor Morton, where they were entertained at breakfast. At 11 o'clock that morning he departed on his special train

for Cincinnati, and from there went on to Washington and the duties of the presidency, during the course of which he met his death at the hands of an assassin.

When the school children of Indianapolis were appealed to in 1906 to name some Indianapolis historical event which might be memorialized, a majority was impressed with the visit to Indianapolis of Abraham Lincoln, February 11, 1861.

This question was put by the Commercial Club of Indianapolis, and the answer having been given, the club announced a competition for the design for a bronze memorial tablet in commemoration of Lincoln's visit here. The competition was open to art students of Shortridge and Manual Training High Schools.

Nineteen designs were submitted, Miss Marie Stewart, a Shortridge student, being the successful contestant. Several of the others were given honorable mention.

Miss Stewart's design was wrought in bronze and was affixed to the Washington street side of the Claypool Hotel, February 12, 1907. The Claypool stands on the ground formerly occupied by the Bates House, where Lincoln was housed and where he spoke while in Indianapolis fifty years ago.

This bronze tablet is reproduced this month as the cover of FORWARD! It bears these words: "Here, February 11, 1861, Abraham Lincoln, on his way to Washington to assume the presidency, in an address said: 'I appeal to you to constantly bear in mind that, not with politicians, not with presidents, not with office-seekers, but with you is the question: Shall the union and shall the liberties of the country be preserved to the latest generations?'"

Vote on Commission Plan

A postal card vote taken among members of the Commercial Club discloses the fact that of 544 voting, 297 are in favor of the Des Moines plan of commission government. Of the total number voting 233 expressed themselves opposed to it and fourteen declined to vote on the general proposition.

Club members who voted negatively on the general question were asked to express themselves on the non-partisan ballot, the recall, the initiative and referendum—that is, whether they favored engrafting one or all of these features upon the present Indianapolis city charter. The recall was favored by 155. The non-partisan ballot got 137 votes, the referendum 129 and the initiative 113.

Symphony Orchestra Launched

Without any preliminary "tuning-up," or without any overture of appeal for financial assistance, a new symphony orchestra has been launched in Indianapolis.

It is born of the desire of the players themselves to have a permanent orchestra in Indianapolis, and despite the failure of other orchestral projects there seems to be some reason to believe that this effort will be successful.

An organization has been formed, and Alexander Ernestinoff has been chosen to direct the orchestra. He has accepted the post and will fill it without compensation. It is the purpose of the orchestra to make its concerts popular, and, if possible, the first will be given during the latter part of this month, possibly in the Shubert Murat theater. Two others may be given yet this winter.

There are now fifty musicians rehearsing under Mr. Ernestinoff, whose participation gives more than the usual excuse for hope of success. The officers elected are: President, J. B. Cameron; vice-president, A. W. Kuerst, and treasurer, Adolph Schellschmidt. These, with Clarence F. Adkins and Pasquale L. Montani, constitute the board of directors. George Bauman will be concert master.

FIFTY YEARS AGO

WHAT HAPPENED IN INDIANAPOLIS IN JANUARY, 1861

Day of humiliation and prayer, directed by president of the United States, in political crisis, observed in city's churches.

City excited by false report that Fort Sumpter had been fired on.

Forty-sixth anniversary of the battle of New Orleans celebrated with parade and ball.

New company of zouaves, commanded by Captain Fahnestock, offered its services to Governor Hammond.

Forty-first regular session of the Indiana General Assembly was convened Thursday, January 10, with John R. Cravens, of Jefferson county, as president of the senate, and Cyrus M. Allen, of Knox county, as speaker of the house.

Word received that United States steamer "Star of the West" had been fired upon while attempting to enter Charleston harbor.

State legislature opened election returns and declared Henry S. Lane new governor of Indiana, and Oliver P. Morton lieutenant governor.

Governor and Mrs. Lane held first levee in parlors of the Bates House.

Governor Lane was elected to the United States Senate by the legislature, resigned as governor, and Lieutenant Governor Oliver P. Morton was inaugurated immediately as governor of Indiana.

Bank of the State of Indiana made report of its condition.

Jack Shepherd, champion walker, walked 100 miles in 100 hours.

Flag of the union hoisted at dome of state capitol with salute of guns and other ceremonies in compliance with resolution of the house of representatives.

Committee of the legislature waited upon President-elect Lincoln and invited him to visit Indianapolis on his way to Washington in February.

Liquor law of 1859—including Sunday clause and that against selling to minors and inebriates—declared constitutional by supreme court.

Members of the state legislature engineered benefit performance for Miss Caroline Richings, singer, who had assisted in flag-raising at the capitol.

Baptist church, at Meridian and Maryland streets, destroyed by fire.

Rumored that railroad from Franklin to Martinsville was to be rebuilt so as to run one train each day into Indianapolis.

AN ELECTION AND A GOOD TIME

WHATEVER else happens there's going to be a good time in the quarters of the Commercial Club next Monday evening, February 13.

Monday, the 13th, is the day of the club's annual election. It will be a lively day, if past elections are safe precedents. Seven directors are to be elected and there are two tickets in the field, the Regular, and Independent Ticket No. 1.

Every man on the two tickets is hustling, for he knows that it is an honor and a privilege to serve on the board of directors of the Commercial Club, and each one is bending every effort to win. Also, all of the candidates' friends are enlisted and are adding to the gayety of the campaign.

The nominating committee, appointed by President Miller, consisting of W. B. Burford, Charles E. Coffin, William M. Fogarty, E. J. Gausepohl and William E. Henkel, has announced the following "Regular Ticket":

Clarence D. Boyd, traveling passenger agent Missouri Pacific Railroad.

John D. Brosnan, president John D. Brosnan Company.

Orlando D. Haskett, vice-president Burnett-Lewis Lumber Company.

Dr. Henry Jameson, president Board of Public Parks.

George Lemaux, president Indianapolis Brush and Broom Manufacturing Company.

James W. Lilly, president Lilly & Stalnaker.

Frank McAllister, vice-president Indiana Paper Company.

Independent Ticket No. 1 is composed of:

F. F. Chandler, sales manager, Chandler and Taylor Company.

Joseph E. Reagan, secretary-treasurer Baldwin-Miller Company.

John F. Speer, advertising manager, Levey Bros. & Co.

Robert E. Springsteen, merchant tailor.

John F. White, manager Union Co-Operative Laundry Company.

Dr. Frank B. Wynn, physician.

Herbert M. Glossbrenner, president Glossbrenner-Dodge Company.

So this is the order of the day. At 9 o'clock the three voting machines in the west end of the reading room will be ready for business. The voting will continue until 4 o'clock when the "polls" will close.

Between 4 and 7:45 o'clock in the evening the election officials will tabulate the vote and have the names of the winners ready for announcement.

At 7:45 the annual membership meeting will be held in the assembly room. The president of the club, Winfield Miller, will make his annual report, as will also the secretary, R. G. McClure, and the treasurer, Andrew Smith. Then will come the announcement of the result of the election. There will be speeches by the seven victorious candidates for director, and likewise speeches from those who "almost got there." At this meeting, also, the members will vote on the proposed amendment to the by-laws, to increase the annual dues from $10 to $15. This amendment has been recommended by the board of directors as being necessary in order that the club may do its best work in behalf of the city and its interests.

After the voting and other speeches which will be called for, there will be a crowning feature in the nature of a "smoker," which will include refreshments. The club is preparing to make the occasion one that will be thoroughly enjoyable and is urging every member to attend.

City's Automobile Show

Members of the Indianapolis Auto Trade Association have "slipped the clutch into high gear" and are working hard to break all records during their show week, February 27 to March 4.

The show, as in 1910, will not be held in one building, but every one of the forty-one dealers, twenty-seven garages and eighteen factories, will keep "open house." Music, flowers and refreshments will add charm to the educational exhibits.

Street parades, a program at the Motor Speedway and a banquet are among the things in prospect.

Former Mayor Charles A. Bookwalter has been chosen toastmaster for the banquet March 4, which will be the grand finale of the week's activities.

An Interurban City

(Concluded from Page 7)

lines of the Illinois Traction system. These cars, by the way, were built in Indianapolis. Sleepers have not come into general use yet, but with the gradually increasing mileage of the various companies, and the possibilities of connection with others, the sleeper will undoubtedly "have its night" before long.

It is possible now to reach Chicago from Indianapolis by traction. Cincinnati, Toledo and Cleveland are accessible. Last summer a party of men came to Indianapolis from Utica, N. Y., traveling in their private car over interurban lines. They went from here to Louisville, also in their own car and over a traction line.

One of the remarkable features of Indiana's interurban development is that its traffic is nearly all *created traffic*. Its business is new business. Most of the passengers are people who were not riding before the interurban came with lower fares, more frequent service and a depot almost at every one's door.

Urges "Sane" Fourth

The board of directors of the Commercial Club has adopted a resolution in favor of a really "safe and sane" Fourth of July, and will, through a committee, seek the co-operation of other civic and commercial organizations in the movement.

What Shall I Say ?

Most every business man has a business message for the public. The man who is having his say is the man who is getting the business. The question is not so much "what shall I say?" but—

How Shall I Say It ?

The measure of his business success lies largely in *how he says it.* His business message must be properly worded. It must fit the time, the place and the opportunity.

The average business man is not fitted by experience or inclination to cope with these difficulties and he has other things to think about.

We haven't.

MERLE SIDENER
GUERNSEY VAN RIPER
Publicity Counsel
526 BOARD OF TRADE BUILDING
Central Union Phone, Main 5440

COMING EVENTS

Lincoln's Birthday	Feb. 12
Commercial Club Election and Annual Membership Meeting	Feb. 13
Indiana Retail Hardware Association	Feb. 14
St. Valentine's Day	Feb. 14
Annual Rally of County's Men's Bible Classes	Feb. 19
County Sunday School Institute	Feb. 20
Washington's Birthday	Feb. 22
Annual State Dinner of Phi Gamma Delta	Feb. 25
Automobile Show	Feb. 27-March 4
Ash Wednesday (Lent begins)	March 1
St. Patrick's Day	March 17
Palm Sunday	April 9
League of Democratic Clubs Conference	April 12-13
Easter Sunday	April 16

Men and Affairs

The Cheltenham Press has announced the association of Charles A. Bookwalter as secretary-treasurer. Hugo Thorsch is president.

A new squad-wagon—the first motor-propelled vehicle in the fire department—has gone into service in Indianapolis. It will carry seven men and is designed especially for emergency runs.

The Cole Motor Car Company has announced that it will build for the trade a racing roadster, guaranteed to make sixty-five miles per hour. Each car will be tested on the Indianapolis Motor Speedway before delivery. The Cole Company has delivered two such cars and has received immediate orders for five more.

Gilbert B. Clippinger, formerly an Indianapolis newspaper man, has been employed by the bond department of the Fletcher American National Bank. His brother, H. Foster Clippinger, preceded him in the same department, also giving up newspaper work to do so.

Branch library No. 5, 1928 West Morris street, was dedicated January 12. It is one of the six gained by Indianapolis through Andrew Carnegie's gift of $120,000.

W. C. Haugh, of Indianapolis, has been chosen a member of the executive committee of the National Association of Steel and Copper Plate Engravers.

E. B. Peck has been elected president of the Central Electric Railway Association. Mr. Peck is vice-president and controller of the Terre Haute, Indianapolis and Eastern Traction Company.

The board of park commissioners has acquired from the College Park Land Company a tract of about thirty acres of land along the west and north bank of Fall Creek. It cost $30,000 and will be used for boulevard purposes.

The East Michigan street line of the Indianapolis Traction and Terminal Company will be extended to Emerson avenue during 1911. This was the decision of the board of works January 25, and the company has been notified of the board's action.

Accident prevention, industrial indemnity and employers' liability from a European standpoint were discussed at a meeting held under the auspices of the Manufacturers' Bureau of Indiana, January 18, at the Denison Hotel, by Fred C. Schwedtman and James H. Emery, of Washington, D. C. They are members of the committee on indemnity appointed

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WE OWN AND OFFER

$75,000 Porto Rico 4% Gold Bonds

Dated January 1, 1909. Interest payable January 1 and July 1, in New York City. Denomination $1,000.
These bonds mature in two to fifteen years.
They are tax exempt throughout the United States and are approved by the attorney general.
They are acceptable as security for United States Deposits.

INQUIRIES SOLICITED

FLETCHER AMERICAN NATIONAL BANK
W. H. WADE, Manager Bond Department

I SAW IT IN FORWARD!

by the National Association of Manufacturers, and are endeavoring to create sentiment for legislation along industrial lines.

From November 10, 1910, to January 7, 1911, as shown by the report of the controller of the currency, the seven national banks of Indianapolis increased their individual deposits from $20,852,058 to $22,277,748, a gain of more than $1,750,000.

The annual convention of the millinery traveling men of the central states will be held in Indianapolis, June 27-28-29. The following committee on arrangements has been named by the Commercial Club: William H. Cook, Alfred A. Barnes, Claude T. Griffith, John S. Macy and Egbert D. Moore.

The address given at the commercial club on the evening of January 20 by Charles H. Sherrill, envoy extraordinary and minister plenipotentiary to the Argentine Republic, was highly interesting and instructive. Mr. Sherrill is in the United States on a short vacation after two years at Buenos Aires, and he was well equipped with information regarding trade conditions and opportunities in South America.

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Is Your Time Properly Protected?

It is not, unless you carry accident insurance—a complete protection against loss of time by any accidental injury.

Think what this might mean to you—then apply for a policy.

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insures against accident; pays double indemnities for travel accidents; insures your beneficiary singly against travel accidents; pays more liberal weekly indemnity than almost any other policy on the market and has several other strong features. *AND—*

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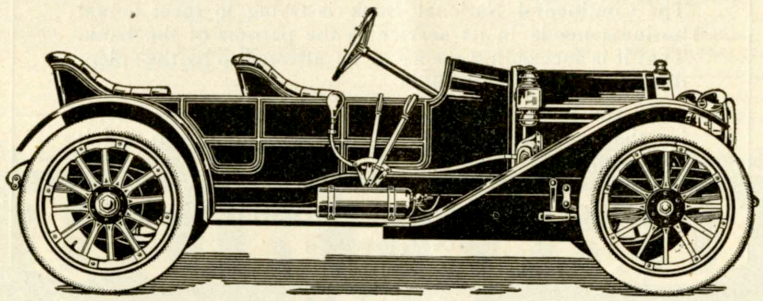
COLE 30

The Indianapolis-Made Car
THAT MAKES GOOD

We will willingly agree that your order go to another city if our product does not measure up full value—nay, greater value by actual comparison, with cars made elsewhere . . . . ***"Compare it."***



Cole 30 Toy Tonneau, $1,650—36-40 H. P.
Wheel Base 118 Inches—Bosch Magneto—Tires 34x4, with Demountable Rims

HENDERSON MOTOR SALES COMPANY, General Sales Agents
CAPITOL AVENUE AND VERMONT STREET

Twenty-five new 33-foot cars have been delivered to the Indianapolis Traction and Terminal Company.

Cassius C. Hadley, until recently judge of the appellate court, has re-entered the practice of law, with offices in the American Central Life building.

Two Thousand Members!

Persistent and consistent work on the part of the membership committee and the individual members of the club as well, has brought the total membership of the Commercial Club up to the mark—2,000—and two thrown in for good measure.

The campaign for members, which was begun last fall, ended January 21 last, with 2,002 members on the roll of the club. The goal was 2,000. Thus the Commercial Club begins its fiscal year with the largest and most enthusiastic membership in all its long history.

During the year there were 402 applications for membership. Some came easily, some came as the result of plugging—but all came gladly. While the membership committee was at work bringing in new members, the individual members worked on their own hook. Their activity contributed largely to the success of the effort for 2,000 members.

According to custom, a membership committee of eight was appointed, originally, by President Miller. John D. Brosnan was chairman of this committee. This committee selected seventeen auxiliary members, who acted with the first eight on a "central committee of twenty-five." Each member of this committee appointed a sub-committee of ten members, of which he was chairman. Thus, there were 275 members actively engaged in the work of the membership committee.

New members elected since January 10 are as follows:

Louis T. Stebbing, 232 South Pennsylvania street.
Robert I. Todd, Traction building.
Perry H. Blue, 504 American Central Life building.
Alex H. Sproul, Shortridge High School.
Frank B. Davenport, 412 Indiana Trust building.
Robert D. Brunt, 2858 North Senate avenue.
T. J. Moll, 307 North Pennsylvania street.
F. W. Beck, 633 K. of P. building.
James M. Morris, 15 Baldwin block.
W. B. Porter, 34 West Ohio street.
George Taylor, Indiana Supply Company.
H. W. Bullock, 415 Law building.
Frank Cones, 66 Lombard building.
Harry A. Schlotzhauer, Fletcher American Bank.
George H. Kerr, 121 West Twenty-first street.
J. E. Smith, Indianapolis Star.
H. E. Bruce, Standard Oil Company.
Charles E. Garrison, 706 Traction Terminal building.
C. E. DeWitt, 20 West Washington street.
Lucius B. Swift, 330 American Central Life building.
L. W. Griffith, Schloss Brothers.
Albert Sachs, 107 North Illinois street.
John E. Higdon, State Life Insurance Company.
John L. Avery, 328 American Central Life building.
A. E. Turner, 418 American Central Life building.
Wallace L. Caldwell, 14 Court House.
Edgar A. Perkins, 119 West Maryland street.
Everett H. Crabb, 904 State Life building.
J. C. Wolfe, 810 State Life building.

To Those Who Need Banking Service

The Continental National Bank is trying to meet actual business needs in its service to the patrons of the bank. That it is succeeding seems to be attested to by the splendid growth of the institution.

Do you need better facilities, accommodations and service than you are now getting? We would like to talk it over with you.

The Continental National Bank

On Meridian Street
Between the Monument and Washington Street

NEW SENATOR'S PLEDGE

On Wednesday, January 18, the Indiana General Assembly, by a majority of its votes formally elected John W. Kern, of Indianapolis, to the United States Senate.

Speaking to the members of the Assembly and others who were present as guests, Mr. Kern said:

"Notwithstanding my full appreciation of party obligations, I shall enter the Senate of the United States with the firm and unalterable conviction that my permanent obligation is to my country, and, while on no occasion will I be forgetful of my allegiance to the party to which I owe so much, my first allegiance must be given to the interest of nearly three millions of men, women and children—the best people on earth—who make up the population of this, my native state of Indiana."

Alexander Cavins, 733 State Life building.
E. Bert Allen, 921 State Life building.
Robert E. Griswold, 702 State Life building.
W. H. Buderus, 803 State Life building.
J. G. Morgan, Central Union Telephone Company.
G. R. Demerly, State Life Insurance Company.
W. A. Priesmeyer, 110 East Market street.
Robert D. Eaglesfield, Thirtieth and Monon.
John R. King, 529 Newton Claypool building.
Harry R. Rogers, 231 Capitol avenue, North.
Harry Jackson, Industrial building.
Harry E. Sutherlin, 303 Law building.
L. D. Buenting, 522 State Life building.
L. L. Boyer, Studebaker Brothers Company.
E. Mantel, 205 West Washington street.
Fred A. Mueller, 373 Smith street.
Walter E. Smith, 36 North Irvington avenue.
J. D. Stewart, Claypool Hotel.
W. O. Cory, 312 Traction building.
C. C. Pendleton, 11-13 East Washington street.
Joseph R. Williams, 730 Law building.
William S. Taylor, 44 North Delaware street.
Frank D. Hester, J. F. Wild State Bank.
A. A. Adams, Judge Appellate Court.
Tibbitts R. Bottom, 537 Newton Claypool building.
Charles W. Jewett, 10-12 Ætna building.
Thomas M. Honan, State House.
W. R. Humphreys, 38 South Meridian street.
C. W. Decks, 302 Odd Fellow building.
H. N. Schumann, 2442 Ashland avenue.
Franklin D. Wilbur, 204 Odd Fellow building.
Charles T. Lee, 931 East Michigan street.

Perfectly Simple is the process of obtaining insurance protection against Loss due to Injury or Sickness.

Simply Perfect are the policies of that kind I have to offer. Please let me do something for you.

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Lambert Coal and Coke Company

Black Van Lump over four-inch screen, $4.00

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C. C. and B. Pocahontas

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J. W. Pinnell, 230 East Ohio street.
Charles E. Andrews, 423 American National Bank building.
Howard L. Wynegar, 218 American Central Life building.
Willard F. Cox, State House.
James M. Leathers, 907 Law building.
Charles W. Spencer, 41 State House.
H. G. Anderson, Carlin & Lennox.
G. H. Baxter, Fairbanks-Morse Company.
Shell T. Brown, D. M. Sechler Implement Company.
L. G. Ellingham, Secretary of State.
Clarence A. Royse, Terre Haute, Ind.
Joseph P. Turk, County Recorder.
Roll C. Havens, 31 North Alabama street.
Cornelius C. Horner, Ingersoll-Rand Company.
Bert L. King, Indiana Automobile Company.
Walter C. Trietsch, Underwood Typewriter Company.
L. K. Ascher, 218 Board of Trade.
B. Gordon Bryan, United Motors Indiana Company.
C. R. Cameron, attorney.
A. McM. Creed, Title Guaranty and Surety Company.
J. F. Edwards, 122 East Market street.
Arthur G. Elliott, George M. Cobb & Co.
Alfred J. Goodlet, 77 Baldwin Block.
John G. Kirkwood, Schloss Brothers.
J. E. Kopf, 1108 Indiana Pythian building.
Harry W. Krause, Krause Brothers.
B. D. Lewis, 86 Lombard building.
Edw. R. Lewis, 611 Newton Claypool building.
F. E. Paulson, Lehigh Portland Cement Company.
John W. Quill, Pennsylvania Lines.
John W. Roberts, J. W. Roberts & Co.
B. H. Sellers, Lombard building.
John C. Smith, Indianapolis Fancy Grocery Company.
William T. Sortwell, 801 Law building.
Herbert G. Spellman, O. Seidensticker & Co.
Dr. Ern. DeWolf Wales, 423 Board of Trade building.
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If you pay $25.00 rent each month, you spend $300.00 each year and have nothing to show for it.

I will build you a home—you pay for it like rent. At the end of each year you will have actual property to show for every dollar invested.

Which is the better way?

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432-434 Massachusetts Ave.

New Phone, 4070 Old Phone, Main 2196
Steele F. Gilmore
Dentist
601 I. O. O. F. Building

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CONSULTING ENGINEERS
MECHANICAL—ELECTRICAL
Factory Architects Machine Designers
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Improved Tuning Pin Block. High Grade. Call and SEE THEM
CARLIN & LENNOX
5 to 9 East Market Street

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No Sand Too Deep"

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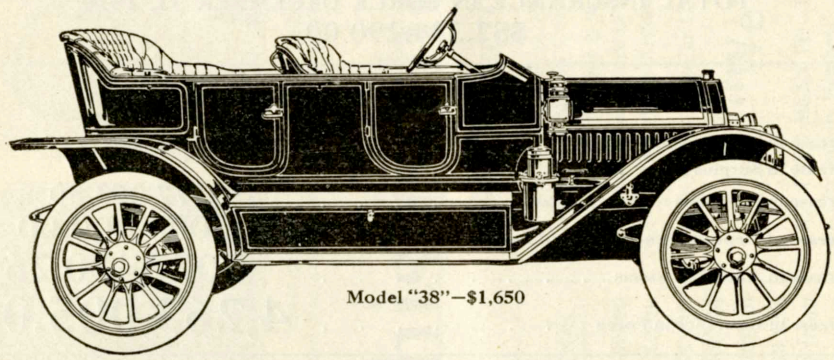
UNIT POWER PLANTS
keep oil in and dirt out



Model "38"—$1,650

Pleasure and Delivery Cars—Twenty Different Models—Prices Ranging from $650 to $2,200, and from 20 to 50 H. P.

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The State Life Insurance Company

INDIANAPOLIS

Sixteenth Annual Report

Admitted Assets Dec. 31, 1910		Liabilities	
Real estate (home office building)	$1,200,000.00	Reinsurance reserves	$8,092,800.00
First mortgage loans	5,442,261.70	Unadjusted death losses	60,500.00
Loans on company's policies	2,343,702.74	Premiums and interest paid in advance	59,832.18
Renewal premium notes	62,894.83	Dividends accrued (not yet due)	41,664.74
United States and municipal bonds	215,974.40	Taxes and current accounts accrued	28,814.39
Cash in office and banks	192,973.93	Special surplus fund	81,621.42
Deferred and unreported premiums (net)	108,714.44	Total liabilities	$8,365,232.73
Unearned fire insurance premiums	4,615.80	Unassigned surplus	1,288,048.11
Interest and rents, due and accrued	82,143.00	Total	$9,653,280.84
Total admitted assets	$9,653,280.84		

TOTAL INSURANCE IN FORCE DECEMBER 31, 1910
$82,334,290.00

SUMMARY OF GROWTH IN 1910

Increase in Interest and Rents	$66,538.52
Increase in Surplus	113,441,77
Increase in Payments to Policy Holders	177,053.80
Increase of Deposit with the State of Indiana	1,000,000.00
Increase in Admitted Assets	1,072,450.26
Increase in Insurance in Force	4,263,005.00

PAYMENTS TO LIVING POLICY HOLDERS AND BENEFICIARIES IN 1910
$1,043,298.12

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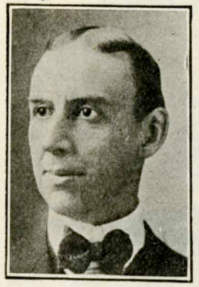

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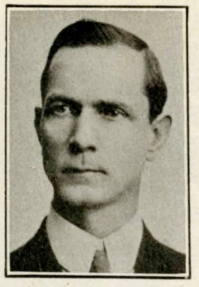

Orlando D. Haskett
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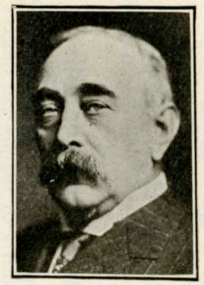


Dr. Henry Jameson
Pres. Board Park Commissioners

No. 5

George Lemaux
Pres. Indianapolis Brush and Broom Mfg. Co.

No. 6

James W. Lilly
Pres. Lilly & Stalnaker

No. 7

Frank McAllister
Vice-Pres. Indiana Paper Company

This is the Regular Ticket

For Directors of the Commercial Club

Where to Look

The names of the seven candidates on the Regular Ticket will be arranged at the TOP of the voting machines, in the order shown on this page, and running from left to right.

As it will appear on the voting machines. Its Members were chosen by the Club's Nominating Committee.

The Commercial Club is working for the best interests and welfare of the City of Indianapolis. It has an eye to the comfort and welfare of its members—as well as all citizens. The platform of the Regular Ticket is, then, as comprehensive as it is brief and clear.

These seven Regular Candidates say

"We're For the Club"

AND THEY MEAN IT! This is their platform. What is best for the Club is best for the City and its Members.

(Election in Club's Reading Room from 9 to 4 O'clock, Monday, February 13th)

How to Vote

To vote for the Regular Ticket pull down the large "party emblem" lever at the left of the TOP ROW of candidates. It will bear the inscription, plainly, "Regular Ticket."

YOU WILL VOTE *for a* CLUB POLICY

F. Fay Chandler
Chandler & Taylor Company

Herbert M. Glossbrenner
Pres. Glossbrenner-Dodge Co.

Joseph E. Reagan
Treasurer Baldwin-Miller Co.

If You Vote For

Independent Ticket No. 1

The Ticket With a Platform

HERE ARE A FEW EXTRACTS FROM THAT PLATFORM:

For the Club and Its Membership

1. We favor developing a greater democracy in the management of the organization. While we endorse the present methods of the club, as made effective through the board of directors, the standing committees and the secretary, we would urge the adoption of a plan which will enlist a larger participation of members in the work of the club and the civic problems of the city. * * *

2. We favor the institution of open meetings, at stated intervals, with scheduled programs, at which matters of general interest to the club may be discussed, reports of standing committees heard and new projects be initiated.

* * * * * * *

3. We favor the referendum privilege in our constitution and call the membership's attention to this right which they now have.

For a Greater and Better Indianapolis

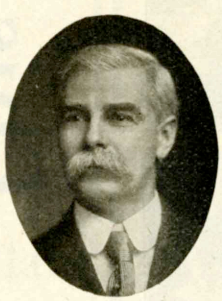
4. We favor all legitimate measures looking to commercial extension. In this direction the efforts of the present officers are most praiseworthy. We also commend the work of other organizations in promoting a larger and wider field for increased business and favor a closer co-ordination and co-operation of the club with other commercial bodies of this city.

We pledge ourselves individually and as a ticket to give of our time, thought and energy to making the Commercial Club the most powerful factor in civic activities in the city and worth the time, thought and energy of each individual member.

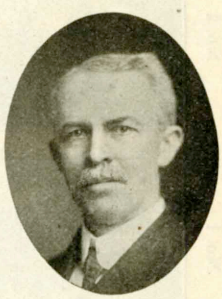
On this platform and with these pledges Independent Ticket No. 1 asks for your vote and your active support.

John F. Speer
Adv. Mgr. Levey Bros. & Co.

Robert E. Springsteen
Merchant Tailor



John F. White
Mgr. Union Co-Operative Laundry



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Physician

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These are now arranged for either public or private functions, large or small.

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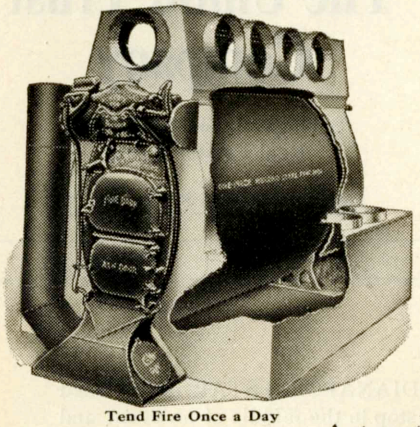
HEAT WITH SANITATION



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A house can be heated and ventilated at the same time; few, however, investigate the latter until too late.

THE
"FARQUAR"
SANITARY HEATING SYSTEM
Does Both—Let Us Prove It

ONE-PIECE WELDED FIRE-BOX

Absolutely imperforate—no leakage of gas, dust or poisons from the fire into the air supply.

Automatic Draft Control

Maintains uniform fire in all temperatures—no cogs or mechanism to get out of order.

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Insures constant flow of pure, fresh air in all the rooms throughout the house.

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Capital $1,000,000 Surplus and Profits $400,000

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Gwynn F. Patterson, *Cashier* LeRoy Kahler, *Ass't Cashier*
John F. Kurfiss, *Auditor*

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Telephones: New, 3951 Old, Main 2484

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Real Estate—Trusts

Capital, $600,000—Profits, $600,000

"Events, Events!"

The news stories appearing in THE INDIANAPOLIS STAR are finished and complete. You are not compelled to stop in the middle of an event and wait until the next day to read its conclusion.

Why?

THE STAR is printed after the day and the night are done. It gets and prints the complete story.

None but a morning newspaper can do this.

I SAW IT IN FORWARD!

Service, Reliability &

G&J TIRES

Go Hand in Hand

G&J TIRE CO.
Indianapolis

The Business Man's Noon Hour

Some Men Rest, Others Just Fidget Around During the Noon Hour

In winter, especially, the average man can't go home at noon; it takes too long on the crowded and tedious street cars. So he goes to his club or cafe, continues to "sit around," smokes and stays indoors until time to go back to his desk.

He is not as rested and refreshed nor as well prepared for the second heat of the day's business race as the man who drives an Overland car. This motorman anticipates the noon hour with pleasure. It means something more to him than merely so much time to kill. He rests, gets a change; mixes recreation with necessities.

With a warm coat and gloves he jumps into his car, drives home, lets the fresh air rush through his lungs, his brain is cleared, his nerves steadied and the glow of health replaces the office pallor.

The man with an Overland gets in a little play and romp with the "kids" and eats with his wife at home.

He returns to his office revived and eager—instead of tired and restless. He gains an advantage over the man who just "loafed around" during the noon hour.

The Overland is an ideal car for the Business Man. It is all business. Made in a business-like, thorough, reliable and economical manner, and sold on sound business principles.

Out of the 22 Overland models you can fit your particular needs. It will save you money to buy of us.

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Think of the many profitable and pleasant ways in which you can put an Overland to work for you and your entire family—day and night—the year round. Our 20,000 Overland owners believe it costs more to do without a car once they Live Anew with it.

Get acquainted with the—

$775 Overland $1675

The Willys-Overland Co.—Indianapolis—Toledo

Are You Looking for Some One

2002

To Eat With?

Yes? All right. There are now 2,002 members in the Commercial Club. Great crowds of them are lunching every day in the sunlight cafe on the eighth floor of the Club Building. Be one of them. Join the Club and pick your lunch companions from the city's best.

To Play With?

Well, what's the matter with the Commercial Club's billiard and pool rooms? Or its card, checker and chess rooms? There you'll find doctors, lawyers, merchants, chiefs. Play with them or against them. No difference. You'll be in mighty good company.

To Work With?

Now you're talking! There's work to be done for Indianapolis and it is BEING done by the good citizens who know the interiors of the Commercial Club's committee rooms. Are you that sort of citizen? Sure. Then get in with your fellows. Make it 2,003.

2002

VOLUME IV MARCH 1911 NUMBER 2

FORWARD!

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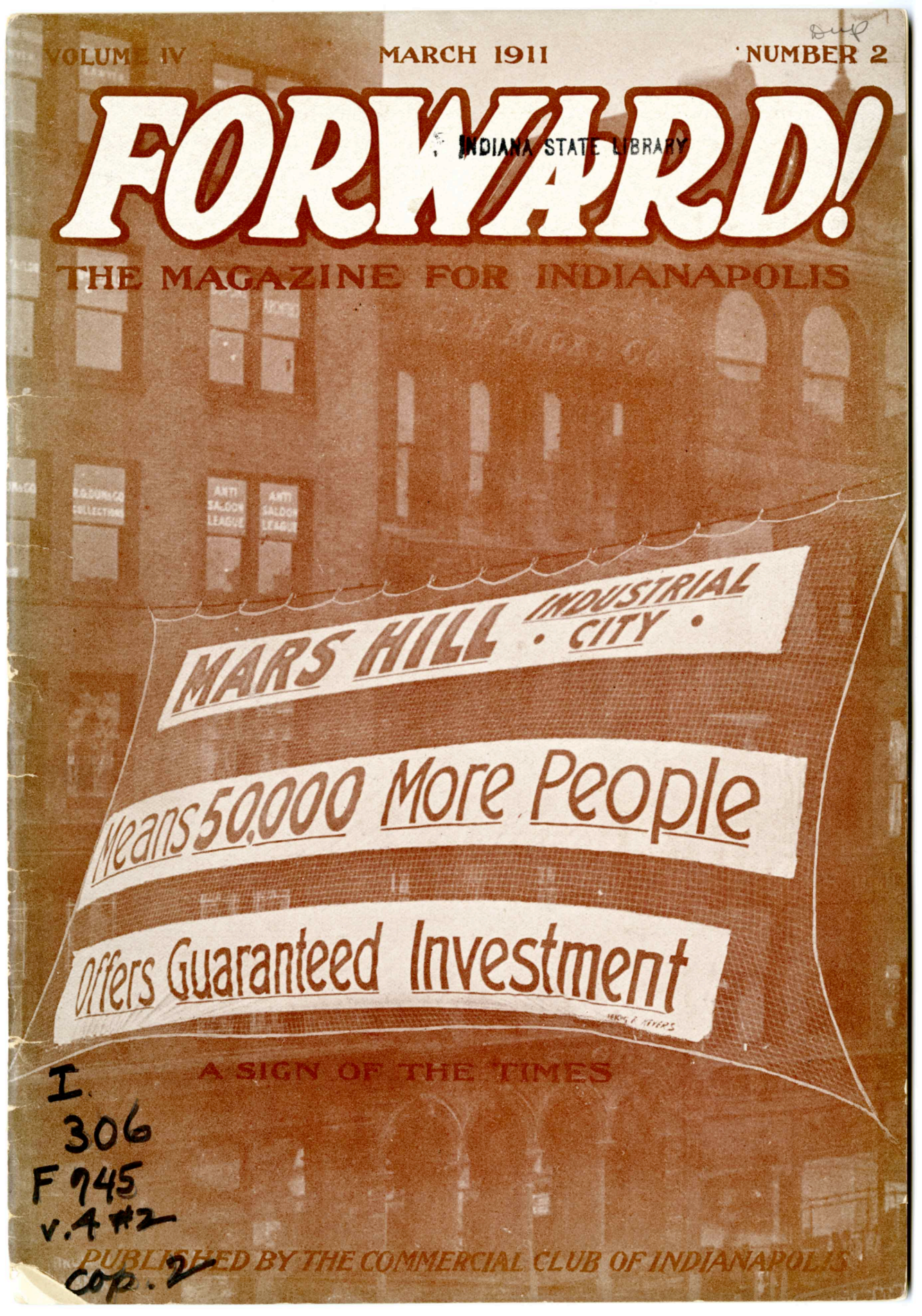

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REASON AND FORWARD OWNS UP TO

10,000 READERS

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To Your Door

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THE ROUGH NOTES COMPANY
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This keeps its presses busy and retains its patrons for whose appreciation of effective printing it is grateful.

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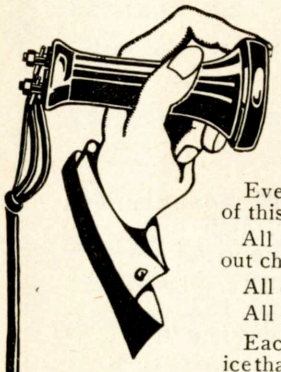

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TO EVERBODY, EVERYWHERE!

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Rapidly increasing facilities in each direction adequate to meet the rapidly growing public demand.

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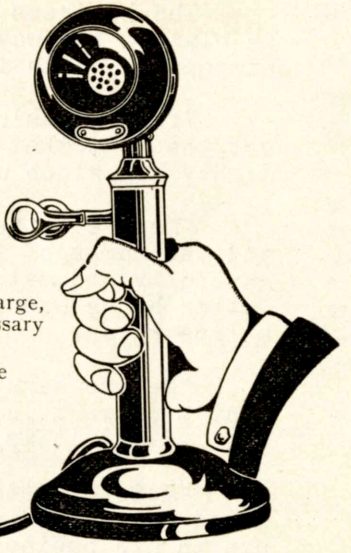
Everywhere you go, you see the familiar and welcome

SIGN OF THE BLUE BELL



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If he is using circular letters, and fails to get the best that money can buy he is leaving a mighty big stone unturned.

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"Meiere letters" are the best that can be produced--and that is the only kind a man can afford to use in his business.

The best results come only when the best effort is put forth to obtain them. When a business man uses "Meiere letters" he has put forth his best effort.

Yours for best results,

Fred M. Meiere

FORWARD!

The Magazine for Indianapolis

Vol. IV MARCH, 1911 No. 2

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FORWARD! is published on the tenth of each month, which is Indianapolis Day, by the Commercial Club of Indianapolis, under the supervision of the FORWARD! COMMITTEE—Cassius C. Hadley, Winfield Miller, Walton L. Dynes, John E. Hollett and R. G. McClure

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Advertising rates furnished upon application. Address FORWARD! 526 Board of Trade Bld'g, Indianapolis
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The entire product of The T. B. Laycock Manufacturing Company of Indianapolis, is guaranteed and we are right here in Indianapolis to make the guarantee good. The Laycock Product includes brass and steel beds, steel couches, springs, etc.—and all good.

"Here It Is!"

IT turned out just as the members of the Commercial Club's board of directors expected. The members of the club ratified the amendment increasing the club's dues from $10 to $15, yearly. They approved the judgment of the directors, and their vote was a vote of confidence.

More money was needed by the Commercial Club. It was needed to keep pace with a growing city. The directors said so frankly, and the club members, by a decided vote, said "here it is."

Thus the membership of the club demonstrated that it is exactly what the directors supposed it to be—a body of men banded together in an unselfish endeavor to promote the welfare of Indianapolis.

The increase in dues meant but little to the individual member. It meant everything to the club. Without sufficient funds to carry on the work, this great and splendid organization of unselfish men could not hope to bring about results that might be expected from such a body.

The machine was there and ready for work, but steam was lacking.

Now that the steam has been furnished, the machine will run as it should, and will do the full work for which it was built.

The directors appreciate thoroughly the confidence reposed in their judgment and congratulate the members of the Commercial Club upon being the kind of men who rise promptly in the hour of civic need and opportunity.

FORWARD!

THE MAGAZINE FOR INDIANAPOLIS

GUERNSEY VAN RIPER, Editor MERLE SIDENER, Manager

VOLUME IV MARCH 1911 NUMBER 2

KENDALL AND THE SCHOOLS

HOW THEY ARE GUIDING AND DIRECTING EACH DAY THIRTY THOUSAND INDIANAPOLIS YOUNGSTERS

THERE are two telephones on the desk of Calvin N. Kendall, superintendent of the Indianapolis public schools —one at each end. Between them sits Mr. Kendall, chief executive in a "business" organization involving some 31,000 human units, and touching the lives of—no one knows exactly how many thousands more. Which is to say that there are 30,000 school children in Indianapolis, about 900 teachers, and that the public schools reach and affect almost every home and family in Indianapolis.

Now, there is no great significance in the fact that Mr. Kendall has two telephones at his elbows. He uses them frequently in communicating with his assistants, his supervisors, principals and teachers. But there is a world of significance in this fact: there is no constant jangling of telephone bells—calls from assistants, supervisors, principals and teachers—bringing a load of troubles and problems for him to shoulder.

Mr. Kendall had submitted patiently at the close of a recent school day to a series of questions on the Indianapolis public school situation. Thirty thousand school children had come and gone that day from sixty-four school buildings; nine hundred teachers had faced the day's problems of recitation, study, discipline, health and safety. The day was done, but not one call came over Mr. Kendall's two telephones.

"Do you know why those telephones have been silent?" Mr. Kendall questioned, and his visitor was forced to admit his ignorance.

"It is because—out there in all sections of the city—there is a great body of principals and teachers who are meeting and settling the problems of each day's

work, and who are, generally speaking, giving satisfaction to the patrons of the schools. Otherwise these telephones would be telling a different story. The mere fact that they are not ringing now doesn't mean that they won't ring to-morrow, but to-morrow's problems will be met as best they may by the same teachers who have successfully met those of to-day."

Mr. Kendall says with conviction that the teacher is the big and determining factor for success in a system of schools. In this utterance may be found two of the elements that have contributed to the success of the Indianapolis schools. In the first place Mr. Kendall is frank. In the second, he is generous. When praise should be bestowed, he bestows it—not lavishly, but sufficiently. This has produced a spirit of loyalty among his assistants and teachers. Credit is given where credit is due.

Another element is his own capability as an educator—in mapping out courses of study and directing them. His efficiency is recognized, and this also adds to the spirit of loyalty among teachers. They understand that he knows his business.

The other vital element is the selection of teachers. This falls altogether upon Mr. Kendall, and in this he is singularly fortunate in being practically free from "politics and pull." It leaves him almost unhampered in his choice of teachers. It means that if incompetent teachers are employed the fault is with his judgment —or some emergency that has compelled the employment, even temporarily, of teachers who are not up to his standard. He may know it at the time, but it is the best he can do just then.

LIKE ANY BUSINESS

These same elements which contribute to the success of the Indianapolis schools may be found in any successful business. The head of any business organization who is capable of choosing loyal and efficient assistants, will be successful. And, if he be at the head of an organization comparing in size with the public schools of Indianapolis, he will be ranked as a captain of industry.

CAPTAIN OF EDUCATION

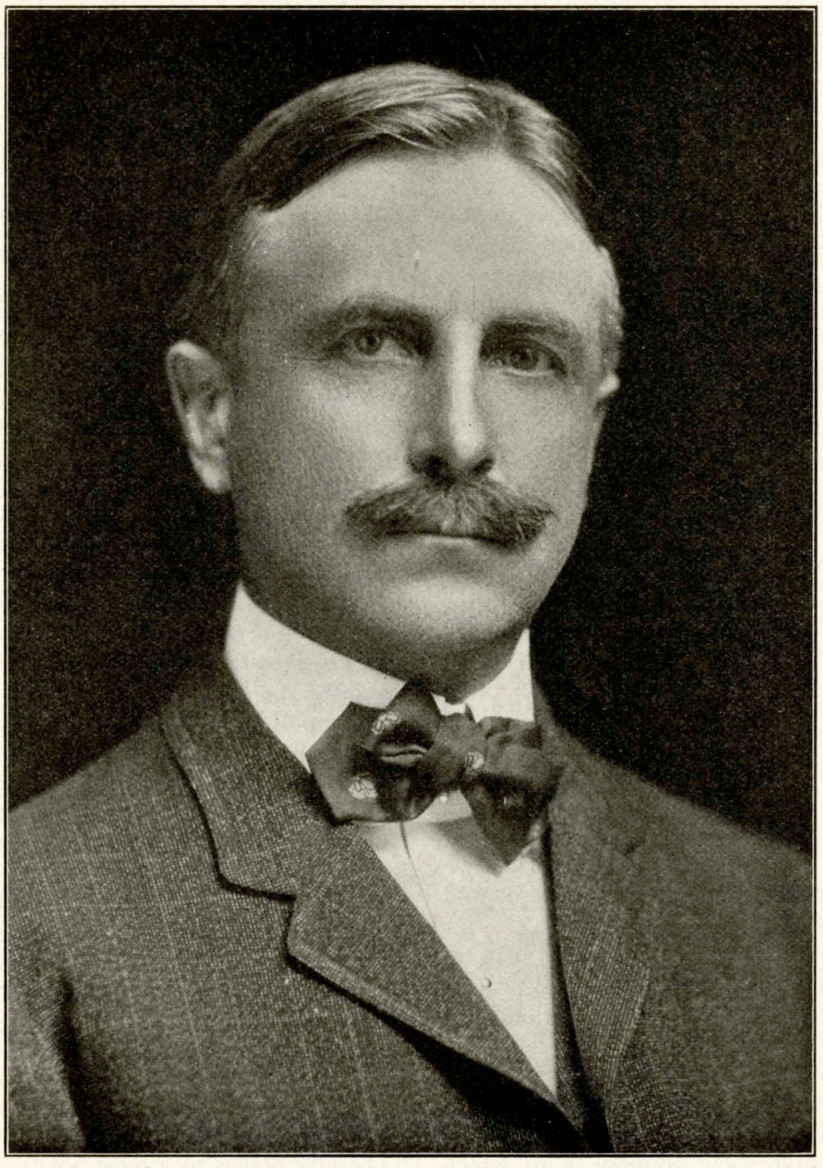
So, whether he would or would not admit it, Mr. Kendall is a captain, or a major-general, of education—one of the marked men in his field in all the United States. Periodically there comes to him an offer to take up the duties of superintendent in some other large city—and just as periodically he declines with thanks. Only recently he was honored by appointment on a commission appointed by Dr. Elmer Ellsworth Brown, United States Commissioner of Education. Something is wrong with the schools of Baltimore. Dr. Brown agreed to serve on a commission to investigate the matter and suggest a remedy if he could name his associates. He promptly named Mr. Kendall and Prof. Ellwood P. Cubberly, of Leland Stanford. Now, this is something that Mr. Kendall can not pass on to his teachers and say the credit is theirs.

It means that the country recognizes the fact that Indianapolis has a wonderful system of schools, and it gives credit to the man who for eleven years has directed them. The man is judged by his work, and surely the Indianapolis schools, after eleven years, represent something of Mr. Kendall's ideas and aims.

It was with this in mind, since it would be useless to ask Mr. Kendall to talk about himself, that he was questioned about the schools. It all goes to the same point.

The problem that confronts Mr. Kendall almost every day of the year is that of finding competent teachers. Hardly an hour is free from this big question. Competition is very keen, he says, between the superintendents in the various cities. Each is continually searching for the best, and each is apprehensive lest another be successful in employing a teacher or teachers that he is endeavoring to engage.

Almost 1,000 appointments are made



CALVIN N. KENDALL

each year by Mr. Kendall. Many of these are, of course, made automatically, but from seventy-five to one hundred new teachers are required each year to meet the exigencies of resignations and a growing city. Where are they to be found? The normal training school, which is maintained as part of the school system, furnishes about fifty each year. The others must come from somewhere, and it is up to Mr. Kendall to say where. His administration assistants must also be carefully chosen, and to these assistants he gives much credit for the success of the Indianapolis schools.

"We are singularly free," he said, "from the pull and politics which are the bane of many school systems in this coun-

try. I don't mean republican or democratic politics. I mean the use of 'pull' or influence which results in the employment of teachers who are not competent. There is a clean situation here in this regard. I don't know what the public thinks about it, but that is what I think.

"Another reason is that there is a good public sentiment in Indianapolis as related to the schools. The people are interested in them and take unusual pride in them. They believe in education, and are willing to supply it.

"The school authorities are free, in the main, to carry out their ideas. Unusual freedom is extended.

EFFECTIVE TRAINING SCHOOL

"We have maintained for years an excellent normal school for teachers. It has trained them effectively. At the same time, we have been left free to bring in strong teachers from other cities. The situation, as regards the employment of teachers, is all that could be desired.

"The excellence and quality of supervision is another reason for the success of our schools. The purpose of supervision is to help teachers in their work, raise their standards, increase their skill and suggest a better way."

On the subject of supervision, it is recalled that the Brooklyn Eagle, several years ago, conducted an educational investigation. One hundred university presidents, heads of technical schools, superintendents in important cities, state superintendents and other leaders in education, to give their opinion as to which school system in the country was most efficient. There was some difference of opinion, but Indianapolis received more votes for first place than any other city, and carried off first honors. One of the causes given for the efficiency of the schools was "the excellence and quality of the supervision."

"We have an unusually fine spirit of devotion among our teachers," continued Mr. Kendall. "They are filled with interest and zeal for good work in the schools. We have, also, been able to keep down the number of pupils to any one teacher to a reasonable limit. At present it averages about forty pupils to the teacher.

"There is a great deal of excellent teaching in our schools, more than in the schools of some other cities. But while most of it is good, some of it is not what we might wish it to be.

"We have been giving a good deal of attention to individual pupils. In many cities the children are taught in great masses. We try to do better here. We now have two schools for particularly bright children; one for incorrigible and truant children; two for mentally defective pupils, and seven or eight teachers of ungraded rooms—teachers who give special help to backward children who can not receive this assistance in regular classes. We have, also, four semi-industrial schools where more than the conventional amount of industrial training is given. This is for children who do not care for the conventional bookish courses.

"A great deal of attention is given to physical training and health—and to industrial and manual training. And playgrounds are an important feature of our system of schools."

"You believe in playgrounds, then, thoroughly?" he was asked.

THE CITY BOY

"You bet I do," was the forceful reply. "The city boy is in a hard position. He has no chores to do. No cow or no horse to look after. He has nothing to do but roam the streets after school hours. This time and energy should be turned into other channels. Industrial training and the playground provide the way."

Many other things were named by Mr. Kendall as having their part in the building of the Indianapolis school system, and

Continued on page 54.

CREATING A CITY

CERTAIN MARION COUNTY FARMS PREPARE TO YIELD WONDERFUL CROP OF NEW FACTORIES AND HOMES

THE building of a new city almost as big as Terre Haute, and making it a part of Indianapolis—such is the ambition upon which all Indianapolis is centering its efforts. An added population of from 30,000 to 40,000; new factories employing a minimum of 10,000 skilled workmen; new money in payrolls of from $5,000,000 to $8,000,000 a year; new factory buildings costing from $6,000,000 to $7,000,000; a general enhancement of all real estate values in Indianapolis and a new industrial activity—these are the marks at which the enterprise aims.

CAN TOSS STONES ACROSS

Mars Hill—for such is the name of the new industrial city—will occupy almost 2,000 acres of ground adjoining Indianapolis on the west and a little south of the old National road, which is the extension of West Washington street. It is so close to Indianapolis proper that the Mars Hill boys can throw stones across the corporation line, and it is the expectation that within a few years the boundary lines of Indianapolis will reach out and take in the new factory city.

Far-sighted citizens are convinced that Indianapolis will never have a greater opportunity for advancement than that offered by Mars Hill. They see more than mere numbers of inhabitants and stacks of dollars. They perceive a means of instilling into Indianapolis a new confidence in itself and in its ability to do things. With the accomplishment of the Mars Hill project, such undertakings as the building of a great coliseum, the saving of a technical institute, the construction of a vast park system, the entertainment of a national political convention—these things will be but play.

Charles A. Bookwalter, one of the men most influential in pressing forward the Mars Hill movement, has analyzed the spirit of Indianapolis when he declared that this city has been so blessed with natural advantages that the citizens have not found it necessary to show initiative and enterprise. He says the city is like the rich man's son who finds it hard to realize that he must work for a living, when he has never been compelled to. For ten years Indianapolis was pushed forward by the aid of natural gas, which offered to manufacturers and to householders an advantage in cheap and convenient fuel not enjoyed by all cities. Natural gas brought business, and the citizens merely needed to open their purses and receive the golden returns. Then, as natural gas disappeared, the building of interurbans began, finally growing to the point where they bring from 3,000,000 to 5,000,000 people to Indianapolis yearly. Again it is necessary only for business man and the merchant to open the money drawer and receive the income from this increased trade.

But, it is declared, the time has come when natural advantages will not suffice. The citizens of Indianapolis must help themselves. Other cities are actively engaged in campaigns to get factories and to increase their population. Competition between municipalities is as sharp as that between commercial institutions. Indianapolis dare not remain passive.

COUNTRY IS WATCHING

Mars Hills can only be made a success by the sale of 9,000 lots into which the tract has been platted. The retail merchants, the manufacturers, the financial men, the professional men and the wage earner—all classes will be benefited, and all classes must stand up for Indianapolis by purchasing the lots. Easy payment terms have been arranged for those who desire to use them, and a discount offered to those who would pay cash.

The entire country is watching to see what Indianapolis will do with this opportunity. The very fact that this is the most remarkable civic undertaking in the history of the country offers all the more opportunity for Indianapolis to win the praise of the other American cities. It is not a difficult task for 233,650 people. It is merely necessary for them to say "I will."

FIRST MARDI GRAS PARADE

NOTHING could indicate more fully the interest of the people of Indianapolis in the automobile than the Mardi Gras parade which was a feature, Tuesday night, February 28, of Indianapolis auto show week.

Nothing but genuine interest could bring thousands of people from comfortable homes on a chilly February night and hold them patiently in line along the streets and in other places of vantage along the line of parade.

Nothing but realization of this interest could arouse automobile dealers to such lengths of ingenuity in devising beautiful and unique exhibits for the parade.

Of course it was a success—a "honking" success, and the parade's progress was one of triumph.

Mars Hill figured prominently in the parade, a Mitchell car, entered by the Hearsey-Willis Company, being perfectly "disguised" as a street car of the "Mars Hill Rapid Transit Line." The idea was cleverly carried out, and with the public's mind full of Mars Hill, the Hearsey-Willis Company scored a big hit. The judges thought so, too, and awarded the car first prize in the class of unique cars.

The Studebaker Company carried away second prize in this division with a float bearing a troupe of colored plantation singers.

In the class of artistic cars the first prize fell to a magnificently decorated coach entered by the Buick Company. Second prize was awarded to the Meridian Auto Company, which used a Packard truck to carry a brilliantly illuminated Waverley coupe. Honorable mention was given the International Metal Polish Company's floral car. A display by Bertermann Brothers was given honorable mention in the class of unique cars.

One of the most elaborate displays of the parade was the collection of "side-show freaks," entered by the Overland Automobile Company. The Overland band also was a pleasing feature of the parade. The "freaks" were "staged" by E. G. Sourbier, of the Overland Company, and covered everything from snake charmers to clowns and bull fighters.

Another highly pleasing exhibit in the artistic division was a Cole 30 car, handsomely decorated in artificial flowers, and entered by the Henderson Motor Sales Company.

Will H. Brown, vice-president of the Willys-Overland Company, who was adjudged king of the Mardi Gras parade in a popularity contest, rode near the head of the parade with Miss Helen Donson, queen of the parade, in a Pierce-Arrow landaulet.

Stamp Sales Higher.

Indianapolis is again shown forging to the front—commercially and in every other way—by the substantial increases in all classes of business at the Indianapolis postoffice for the month of February.

Stamp sales in February, 1911, were $92,520, as against $86,190 for the same month last year—an increase of $6,330. This large increase is due entirely to the normal growth of the city, no unusual conditions contributing to it. The total receipts of the postoffice for the month were $103,919.22, as compared with $95,029.33 for February, 1910. This is an increase of $8,889.89.

TRANSACTING "NOBODY'S BUSINESS"

BEING A SKETCH OF WHAT THE COMMERCIAL CLUB IS DOING TO DEVELOP AND PUSH "EVERYBODY'S BUSINESS"

THE strides Indianapolis has been making during the past year, the part the Commercial Club has played in this progress, and a suggestion for the federation of the five commercial and civic organizations of Indianapolis were outlined by Winfield Miller, retiring president of the Commercial Club, in an address delivered to the membership at its regular annual meeting in February.

"The old saying that everybody's business is nobody's business is as trite as ever," said Mr. Miller, "and simply illustrates the fact that everybody's business is the community's business and needs the care and direction of some organized influence such as the Commercial Club exerts; in other words, needs the clarified and crystallized sentiment of the best thought in all that relates to the best in civic and public affairs.

"While the Commercial Club's work has been strong and good, and I predict will grow stronger and better, imagine the mighty power that could be exerted for the commercial advancement and civic betterment of our city, if the four other organizations of Indianapolis, working to similar ends, could all unite with this club under one common name. Such federation, with departments representing the different commercial and civic interests in co-operation, would be invincible. The suggestion is neither impossible nor impracticable, and the day may not be far off when we will become big enough and broad enough to accomplish this desired result."

ONE THOUSAND PROBLEMS

Mr. Miller called attention to the increased membership of the club, which now is about 2,000; to the work of its committees, and to the problems that confronted the board of directors during the year. During that time more than six hundred subjects came first to the board for consideration; the usual standing committees had under consideration 439 subjects and fifty other subjects were considered by special committees.

"Some of the larger questions to which attention has been given were questions thoroughly considered and matured by the best thought and effort of the club in former years," said Mr. Miller. "They are continuing questions and should not be neglected by the club while any demand remains for their proper exercise or any field exists for their practical application. As long as human life is held dearer than commercial gain, elevated tracks will be a live question until every point of danger within the city is safeguarded.

OUTDOOR RECREATION

"As long as a very large majority of our citizens are necessarily of moderate means, through causes inherent in human weakness and organized society, well-regulated outdoor recreation should be provided, at public expense, in clean, well-ordered parks, easy of access, where every man, woman and child can go out under the open sky, have his full share of pure air, shade, flowers and sunshine. This question will not cease to engage the heart and attention of right-minded men long after members of this club have ceased their deep and active interest in this movement for the general good.

"If light and beauty at night, as now exhibited on some of our principal streets, under our recent beautiful lighting system, could be extended to even a lesser degree over the entire area of our fast-growing city, there would be less crime and far greater safety to life. It is truly said that crime loves darkness and evil shuns the light.

"The question of a more safe and sane

Fourth of July has had the club's careful consideration, resulting in a city ordinance which, if strictly enforced, will go a long way toward eliminating the fearful dangers and results to life and limb, and also greatly reduce the almost wanton destruction of property, annually recurring, and not in the least diminish the true patriotism of the people."

Mr. Miller referred to the work of the Civic Improvement Commission of the club and its activities.

DREAMS ARE NECESSARY

"Among these," said he, "are an amended housing law and a plan for a great and beautiful civic center to be united in one continuous whole with our park and boulevard system, now well under way, by a broad and commanding plaza along which could be erected buildings of the highest architectural design for art, scientific and historical purposes.

"This last proposed civic movement appeals to the finer instincts and by some is called only a phantom of a dreamer. But, many of the most beautiful things of life are the realization of practical dreams, and if the citizens of Indianapolis are true to their highest ideals, there is no reason why this dream may not become a reality the same as in other cities of no greater wealth and intelligence.

"A people should never be poorer in civic pride than in purse if they expect to go forward."

Attention was called to the club's efforts in behalf of Winona Technical Institute, and its activity in urging help from the legislature.

Of the playground question, which has been handled by the children's welfare committee, Mr. Miller said:

"Probably no other question before the club should make a stronger appeal to our sympathy and support than this particular question, as it will so readily occur to the mind of all what ample playgrounds for the children mean for their physical, social and moral welfare."

The work of the club's committee on benevolent associations, which has, after a painstaking investigation, eliminated many unworthy enterprises and placed the stamp of approval upon the worthy, was warmly commended.

"If, in the near future, this great and vitally important work can, through the efforts of the Commercial Club, more nearly respond to the desires of the charitably disposed and their bounty be kindly as well as economically distributed through the federation of all our charitable organizations working toward the same end," said Mr. Miller, "the giver will come to know that his charity reaches the really needy, and our club can add to its long list of good things done one more laudable accomplishment.

"No other agency, during the past year, has brought before our members and to a large part of the intelligent public so conspicuously the main phases of the club's wide and varying activities as the FORWARD! magazine, published under the direction of the club, and now in its second year of usefulness in pushing our city to the front in commercial and civic affairs. Its exceedingly neat typographical appearance at once invites attention to its well-written articles in which many important details of the club's work are disclosed and the city's needs are pointed out."

The articles dealing with the commission form of government were referred to, with their exposition of the application of this principle of government in another city.

FORWARD! IS COMMENDED

"FORWARD!" said Mr. Miller, "is one of the best publicity agents that can be printed by the club; it gives a ready medium through its pages to the best thought of the members. Wider publicity in all matters that pertain to the club's interests is demanded."

The report on the street car situation, formulated by a special committee, was referred to with some additional com-

Continued on page 53.

OTHER CITIES' DOLLARS, AND OURS

COMPARED with two other cities of the same section—Cincinnati and Louisville—Indianapolis has an interesting record from the standpoint of the amount of money paid, yearly, for various departments of government.

Cincinnati is not quite one-third larger than Indianapolis, but its expenses are in general three times as heavy, and in some instances four. Louisville is a few thousands smaller than Indianapolis.

The following figures for 1908 are included in the report of the census bureau, recently given to the public:

	Indianapolis.	*Cincinnati.*	*Louisville.*
General Expenses	$2,687,838	$6,369,719	$2,731,407
Education	1,005,304	1,687,479	1,010,443
Salaries of Councilmen	4,583	38,453	5,248
City Clerk's Office	5,200	21,500	(none)
Mayor's Office	6,748	13,217	9,959
Controller's Office	14,756	51,540	18,868
Treasurer's Office	11,498	36,257	14,316
Legal Department	11,133	44,687	23,757
Fire Department	287,334	601,114	261,075
Police Department	275,755	756,969	346,885
Sanitary Department	232,998	590,103	283,970

THEY'RE "COMING BACK"

They're "coming back!"

The Indiana Society of Chicago has indicated not only its willingness to accept the hospitality of Indianapolis for its 1911 frolic, but its determination as well.

A telegram from George M. Holloway, secretary, accepted the invitation formally and set the dates as June 23 and 24. At first it was believed the society would "come back" in May.

With the days chosen, the local committees are going ahead with their plans to make the visit of the Chicago Hoosiers a memorable one. There are 600 members of the society, and Secretary Holloway says 500 of them will be here—while the other 100 won't be able to do a lick of work back in Chicago.

A special train will bring the big party to Indianapolis, and automobiles in flocks and droves will meet them at the Union Station. There will be a short ride around town, and then a fast dash for the Country Club.

Last year this annual outing was held at George Ade's farm, at Brook, Ind., Mr. Ade being president of the society. The stories of the baseball game and other amusements of that day crept throughout the newspapers of the country. A program of like nature, but very much more elaborate, will be prepared for the Indianapolis visit.

Booth Tarkington is at work on a playlet, which will be a feature of a night session at the German House. At this time further plans of the local committee are being kept secret.

MEN OF THE MONTH

F. C. Jordan, secretary of the Indianapolis Water Company, is a living example of the truth of a certain adage. Briefly, it is this: "You can't keep a good man down." Jordan has demonstrated that he is a good man and therefore he is up. February brought a new feather to his cap in the shape of the presidency of the Indiana Sanitary and Water Supply Association. He is a young man, but he has gone far in his line of endeavor—and without much assistance save that which comes from application and intelligent effort. He began some years ago as a very humble employe of the big corporation of which he is now secretary. A big jump!

"Factories to left of him, factories to right of him, volleyed and thundered!" That's John N. Carey's vision of Mars Hill—the Industrial City that will put Indianapolis into the "greater" class at one jump. During the long months of planning and preparation it became so real that he could almost see the smoke rolling from hundreds of chimneys and feel the ground quiver with the roar of things in the making. As president of the Greater Indianapolis Industrial Association, Mr. Carey has shouldered much of the responsibility for the success of the movement that means so much to Indianapolis, and it's the kind of load he never shirks.

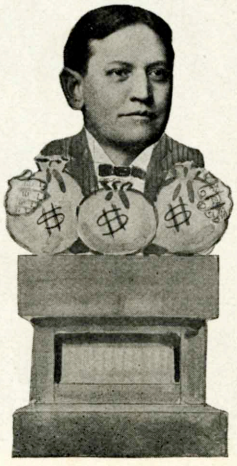
Although his many other duties have combined to keep him out of practice, Maj. J. M. Berriman would try, without hesitation, to get the most out of any bass drum if he thought it would pull some waverer into line. But, of course, as commander of the twenty-five Salvation Army corps in Indiana he has other things to do, and has, necessarily, delegated drum and other details to his assistants. Major Berriman is a newcomer, having succeeded Maj. William Escott last month. He comes from Baltimore, Md., with Mrs. Berriman, and was formally installed here last month by Col. Charles Miles, commanding the central states.

MEN OF THE MONTH

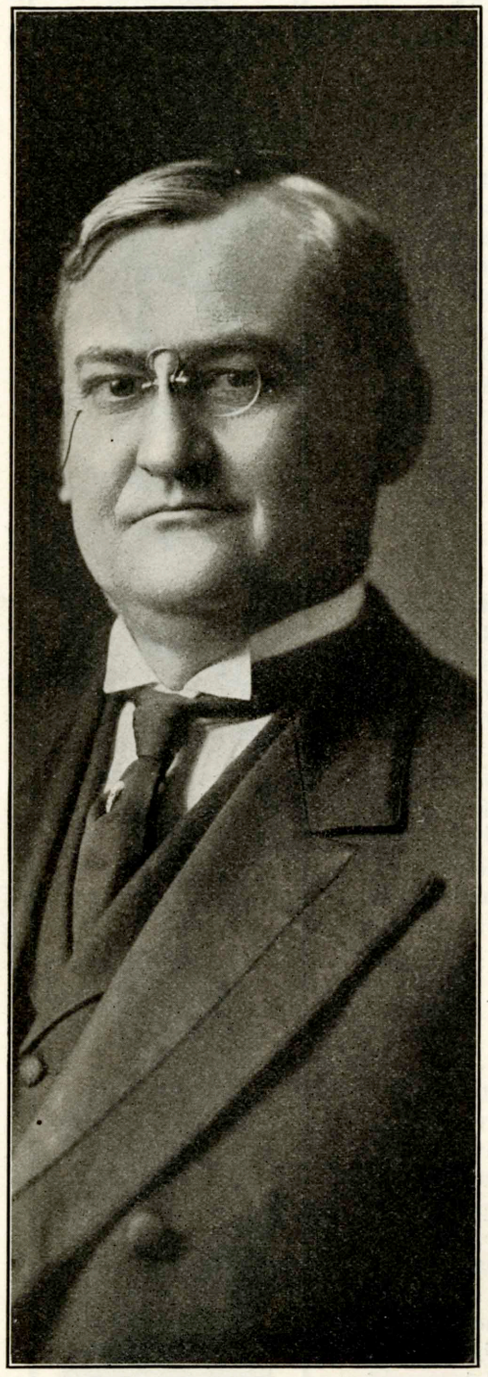
Indianapolis has a new symphony orchestra and at its head stands Alexander Ernestinoff. It is no new experience for Indianapolis to welcome such an organization—nor to bid it farewell. Several have been formed to flourish briefly—and fade. But this one has been organized seemingly because the musicians themselves desired it. It is just a little different from some of the others which have preceded it—and so may its fate be different. The first concert was, so its friends say, only a hint of what is to come. Professor Ernestinoff is safe and sane and will, doubtless, succeed if his musicians are really in earnest.

A boy scout is a pretty good scout. You may depend upon that. Otherwise you'd not find the Rev. O. D. Odell in the very front rank of the movement in Indianapolis. He is chairman of the Local Council of Boy Scouts and is thoroughly interested in the effort to extend the work here. Whenever you see a boy scout, you can point to him as a boy who has money in the bank. That's one of the qualifications of a scout. Maybe it's only thirty cents, but nevertheless, it's money. Lots of other good things about these scouts, too. They're altogether peaceable parties, and dabble not at all in things of and pertaining to war.

When it came time for the board of directors of the Commercial Club to elect a treasurer for 1911, they chose Andrew Smith, of course. And, as the man says, "there's a reason." Many reasons, as a matter of fact, or, better yet—every reason. In the first place, Mr. Smith has been treasurer of the club since 1906, his election last month being his sixth. The directors know he's been a tiptop treasurer, and that's the kind they want. Moreover, he's very convenient. They can always find him downstairs, where he is busy being vice-president of the Capital National Bank. He's one of the original "standers-up for Indianapolis."



THE PAST AND THE FUTURE AS VIEWED BY MEN IN THE THICK OF BATTLE



CASSIUS C. HADLEY

"ALL TOGETHER, PUSH!"

BY CASSIUS C. HADLEY
President Indianapolis Commercial Club

IN assuming the duties of president of the Commercial Club, I deeply appreciate the honor and I am also keenly sensible of the many responsibilities of the position. Few people who have not had direct association with the management of the club know or appreciate the vast amount of work undertaken and performed, and the varied subjects investigated by the committees and board of directors. The Commercial Club has become the center of civic thought and action. Whether it has assumed this position or has been forced there by the natural gravitation of public thought, I do not declare, but I believe it will be conceded that this is true.

To successfully carry on the work of this great organization so as to attain the most beneficial results for our city, the loyal and earnest co-operation of every member of the club and every citizen of this municipality is required. The purpose of our existence is the building up and betterment of our city, and it shall be the central thought of this administration to fulfill this purpose. We need, we want and we must have the earnest and active support of our membership. We need and we want more good, live business men on our list of members if we are to attain to the full the object of our desire. Civic achievement can only come from civic pride and unselfish effort.

We have increased our dues $5 per year. Every dollar of this increase will be carefully expended in organizing, advertising, boosting and improving the city and the city's business. We believe that the coming year will have many important events for the city. We want these to so transpire as to redound to the good of the city and the glory of the club. Every shoulder to the wheel and all together, push!

"TO A COMMON END"

BY WINFIELD MILLER
Retiring President Indianapolis Commercial Club

IN the space here allowed, I can neither specialize nor amplify. These few words are not a farewell, but the expression of a sentiment; an appreciation of the good I have gained through the association of my fellow men, during the past year.

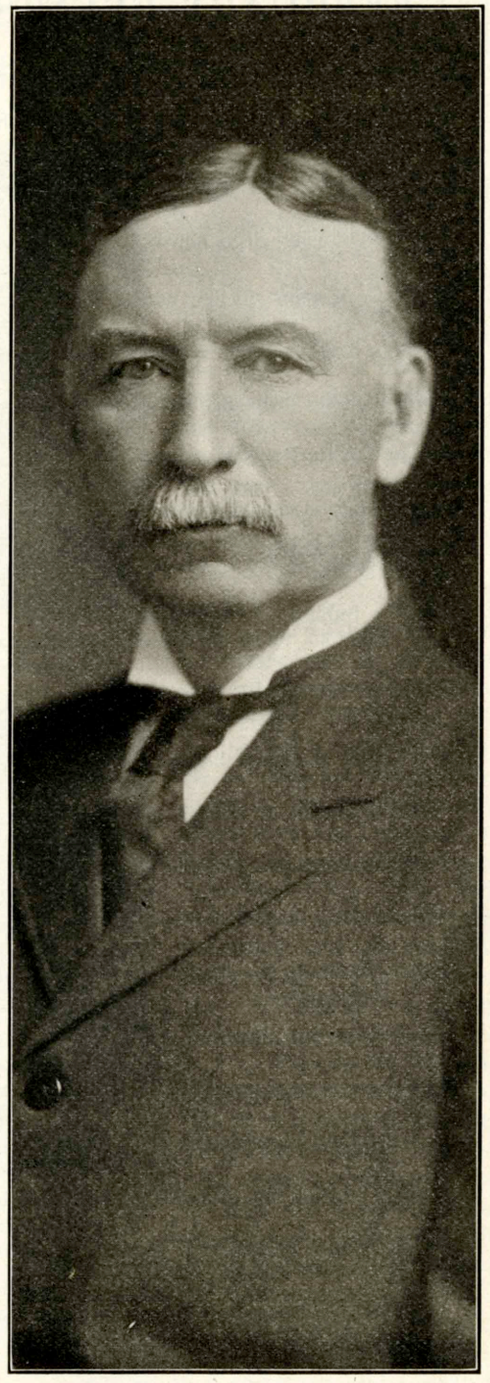
I have learned that many men make the honest inquiry "who is thy neighbor?" I have learned more than ever, that, in the necessary struggle for food, shelter and raiment, all men are not wholly sordid; that many of my fellows not only desire worldly success, as measured in dollars, but more greatly desire spiritual and intellectual advancement, and in every way civic betterment.

This fine impression comes to me not so much through the thought and suggestion of a single individual, here and there, as it does in commingling daily with an organized body of men.

The Commercial Club illustrates the fact that all kinds and classes of men can come together, enjoy high social privileges, entirely free from rudeness and dissipation, in itself a great moral uplift for any community.

Men under such elevated restraint do not forget the better things in life. Hence you hear through our club of children's welfare, more efficient and kindly charities, better sanitary conditions, greater safety to life, and a more beautiful city adorned with shade, flowers, parks and boulevards. Men who entertain these thoughts for the general good are not unmindful of singing birds, pure air, blue skies and clear rippling streams; and far better, in their hearts, they wish all to share these things that so soften the asperities of life, and gladly join hands and work to that end.

We are now "no mean city" but not yet ideal or perfect. Something better to strive for is always worth while. As long as this is so, our city will need the directing influence of an organized force through which the intangible thread of mutual assistance runs for the good of all.



WINFIELD MILLER

FEBRUARY EVENTS IN INDIANAPOLIS

C. N. Kendall, superintendent of city schools, advises school board to acquire Winona "Tech."

Indiana Society of Chicago decides to "come back" to Indianapolis June 23-24.

Commercial Club elects new officers and increases its dues from $10 to $15.

Y. M. C. A. gains 565 new members in three-day campaign.

German-American war veterans decide to erect a monument.

Council passes ordinance providing $200,000 bond issue for fire department improvement.

Judge Charles Remster upholds constitutionality of park law.

Indianapolis is named in plan for national grand opera company.

Local council of boy scouts perfects organization.

Greater Indianapolis Industrial Association launches plan for establishment of Mars Hill, an industrial city adjoining Indianapolis.

Plans completed for $500,000 Hume-Mansur block, between Board of Trade and Newton Claypool buildings.

Boys' Club plans new headquarters and three new branch buildings to cost $100,000.

Hugh Chalmers, of Detroit, praises Indianapolis' spirit of progress.

Postoffice employes win fight for closed office on Sundays.

Judge Collins demands better living conditions in tenements—and is obeyed.

Isidor Wulfson, inspector of weights and measures, organizes Housewives' Protective Association.

Washington and Lincoln's birthdays observed.

City attorney says special levy to build new hospital may be illegal.

Commercial Club entertains members of Indiana legislature.

Sunday baseball law declared constitutional by the Supreme Court.

Death claims Bertrand B. Adams, E. F. Claypool and Irvin Robbins, well known citizens.

Estimate based on names in new city directory gives Indianapolis population of 255,346.

Indianapolis orchestra gives first concert.

Mardi Gras parade big opening feature of Indianapolis automobile show.

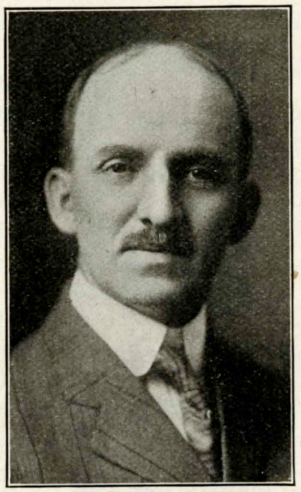
SOME MORE MEN OF THE MONTH

IN the words of the poet, "the shouting and the tumult die." The Commercial Club election is over and the club has settled down to bigger business than ever, with ten new faces—figures, perhaps, would be more appropriate—in the seats of the mighty. A new president, a new first vice-president and a new second vice-president have been chosen by the board of directors, in which are seven new directors.

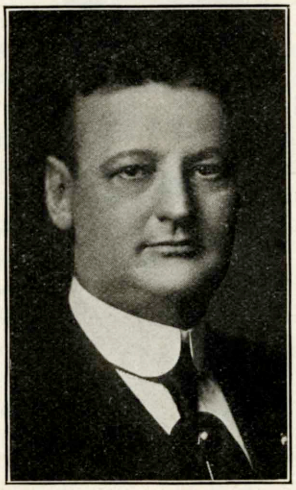
Completing a day of much excitement and real campaigning, the annual membership meeting, held in the evening, dealt with a question of much importance to the club—that of increasing the annual dues from $10 to $15. This increase was approved through the adoption of an amendment to the club's by-laws, providing for dues at $15 yearly, payable in two instalments of $7.50 semi-annually.

At this membership meeting, also, Winfield Miller, the retiring president, delivered the president's annual address, and the reports of the secretary and treasurer were heard.

Cassius C. Hadley is the club's new president, succeeding Mr. Miller. If, among the many problems he will meet during his term of office, there are any legal questions, the club should have the smoothest of sailing. For the name of Hadley, in this case, carries before it the title "Judge." And, it is no meaningless title. Judge Hadley comes to the presidency of the Commercial Club almost directly from the appellate court of the state of Indiana where he has served as one of its judges, retiring from office only recently.



H. M. GLOSSBRENNER
First Vice-President



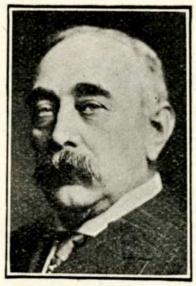
E. J. GAUSEPOHL
Second Vice-President

He has always been interested and active in the work of the club, having been a director at the time of his election to the presidency. He is alive to the purpose and possibilities of the club and is ready for his work. He is now practicing law, with offices in the American Central Life building, but he intends at the same time to prosecute the case of the people of Indianapolis in the court of prosperity and progress.

Herbert M. Glossbrenner, who was elected first vice-president, is president of the Glossbrenner-Dodge Company. His willingness to take off his coat and hustle for the club was emphasized by his candidacy for director on the Independent ticket. He ran a fine race, notwithstanding the tide which swung to the Regular ticket, and was substantially rewarded in another way. He will have a chance to work, anyway.

E. J. Gausepohl, who has done good and valiant service on the finance committee, is the club's new second vice-president. His election to this office was a total surprise to him, and like Mr. Glossbrenner, he had to be hunted up and brought before the board to have the "news broken." He is one of the proprietors of L. E. Morrison & Company.

Election of a secretary and treasurer was accomplished with equal dispatch,



HENRY JAMESON

both of these officers succeeding themselves. R. G. McClure was chosen secretary and Andrew Smith, treasurer. Each has been tested and found not wanting. Their reports for the year, read at the membership meeting, were evidence of the thorough and painstaking manner in which their duties are performed.

FRANK M'ALLISTER

The election of directors—which took place from 9 to 4 o'clock, Monday, February 13—was a lively, strenuous and good-natured struggle for victory among the candidates on three tickets. The Regular ticket was successful, with the Independent ticket next and the Young Men's ticket—late in the field—bringing up the rear.

JOHN D. BROSNAN

Unusual interest was taken in the election, 823 members voting. Placards and banners and phonographs were dealing out advice in the club building all day long. Added to these were the exhortations of friends of the candidates—and the smiles and hand-clasps of the candidates themselves.

O. D. HASKETT

When it was all over, the members of the Regular ticket found themselves entitled to congratulations—and among the first to offer congratulations were the candidates on the two unsuccessful tickets. The best of feeling prevailed.

GEORGE LEMAUX

Frank McAllister, vice-president of the Indiana Paper Company, ran hardest on the Regular ticket. He almost never stopped. So, of course, he is one of the seven new directors.

The other six successful candidates ran close to Mr. McAllister and established themselves firmly in six chairs around the directors' table for the coming year. Among these is Dr. Henry Jameson, president of the board of park commissioners. He said he was too old to get beat, and therefore took no chances. Another is James W. Lilly, president of Lilly & Stalnaker, who announced at one meeting that he was "Jim" Lilly. George Lemaux, Jr., president of the Indianapolis Brush and Broom Manufacturing Company, a good business man and a good "mixer," won easily. Then there's Orlando D. Haskett, vice-president of the Burnet-Lewis Lumber Company. Lumber men are always up and doing. And Clarence D. Boyd, traveling passenger agent for the Missouri Pacific Railroad. His friends believe in him, and he makes friends rapidly. Also he carries good cigars. And last, but not least, John D. Brosnan. Mr. Brosnan was one of the chief factors in the big increase in the club's membership last year. He served as chairman of the membership committee — and the club members were for him for director. That's the way they voted.

JAMES W. LILLY

CLARENCE D. BOYD

All of these candidates expressed their pleasure and appreciа-

tion in short speeches at the membership meeting, and some of the candidates on the Independent ticket said a few words. Among these were John F. Speer, F. F. Chandler, Joseph E. Reagan and John F. White. Mr. Speer told a story that warmed up the crowd, and the others talked pleasingly of the election, the outcome, and the club. Mr. Glossbrenner, who was elected first vice-president, was a member of this ticket, as were Dr. Frank B. Wynn and Robert E. Springsteen.

The Young Men's ticket, which was not posted until one week before the day of election, was composed of Maurice J. Scanlan, Chris E. Murphy, A. G. Schonacker, Edwin C. Kriel, Royer H. Brown, J. Erwin Smith and Carl D. Spencer.

Refreshments and cigars were served after the business of the membership meeting had been disposed of.

Transacting "Nobody's Business"

Concluded from page 44.

ment "offered in good spirit and fairness to the club."

"The report emphasizes the fact," said Mr. Miller, "that the club in its larger work for the public, if such work is to continue, will often run counter to private interests; and it is but natural that the few so interested should not look with the warmest approval upon an illuminating statement of facts bearing upon their business.

"It is fundamental that the conditions of every valid contract require the meeting of two or more competent parties and a valuable consideration. These conditions are present in the case under consideration and, as so ably stated in the report, the people have fully complied with their part of the agreement. It is also often said that as between people and the public service corporations, the people are the masters and the corporations the servants; but it is a regrettable fact that in practice the order of relationship is too often reversed.

"Such corporations are usually dominated by strong men who understand all the arts of influence, with all that these words imply; but if any public service corporation has so manipulated its stock and handled its business that it can not promptly and fully comply with its contract with the people, from whom it gets its life and ample resources for that purpose, and in excess a most handsome return upon the amount actually invested, then such corporation is in no position to justly or honorably complain if an organization such as the Commercial Club, wholly in the best interests of the whole people, points out its shortcomings and urges the duly constituted authorities having the people's business in charge, to enforce the contract.

"I apprehend that should this club lie supinely down upon questions of this kind, the very men who complain of its action would, in their innermost minds, hold us in contempt and derision.

"Neither should there be any serious objection on the part of any public official who, in theory, is also supposed to be a public servant, when an organization numbering 2,000 representative citizens arouses proper public sentiment upon large questions and demands that such sentiment be respected. On the contrary, it would seem strange that any official having in mind the best interests of the whole community, should not welcome the support and approval of a body of men who have nothing to gain but the hope that their efforts may result wholly for the general good.

"If the Commercial Club has not been right in urging better public utilities as well as better municipal conditions, it should abandon its original purpose, that of promoting the general welfare, disorganize, and go out of business. But, it has been right and should continue the even tenor of its way in the utmost spirit of fairness to all concerned, having in mind the prime object of its existence—the making of a better city for our people."

The club's new and enlarged quarters

were spoken of and their value in the club's work mentioned.

"With these better surroundings to meet the social and recreative side of the club, and the much better facilities for our real work, the future of the club holds bright promise; and to have one's name upon its roll of membership should be a matter of pride and evidence of the right spirit in the affairs of our bright and growing city," said Mr. Miller.

Kendall and the Schools

Concluded from page 40.

its maintenance as well. Among these are the improvement of teachers in service; leaves of absence for study or any other purpose; salaries which are to some extent commensurate with service rendered, and a pension system.

But even now the schools are not perfect. Mr. Kendall says so, and he ought to know.

This is the first of two articles dealing with the Indianapolis schools. The second will be published in the April Forward!

What Protection Costs

The cost of protecting Indianapolis from fire has almost tripled since 1892, and the cost of policing has quadrupled.

In 1910 the police department cost the taxpayers $372,884.83. In 1909, the department cost $322,126.01, the increase being largely due to a larger force. The cost of this department in 1892 was $87,493.45.

Fire protection in 1910 cost $338,475.82; in 1909, $322,806, and $131,639.05 in 1892.

"Fire Bonds" Voted

Voting unanimously on the measure, the city council has passed an ordinance providing for a bond issue of $200,000 3½ per cent bonds, for the purpose of improving the fire department.

This bond issue was urged by business men, who declared Indianapolis should have the best fire protection possible.

The Capital National Bank, of Indianapolis, has been named as payee for the bonds by Controller Wallace. Its officers have stated that the bank will act without collecting the usual commission of one-eighth of one per cent. City officials say that this is the first time an Indianapolis bank has been chosen as payee.

New Hospital Assured

A fine new hospital for Indianapolis is assured by the action of the Indiana legislature in passing an enabling act by which the offer of $200,000, made by Dr. and Mrs. R. W. Long, can be legally accepted by the state. This money was offered for the establishment of a hospital in connection with the Indiana University School of Medicine.

The measure met with nothing but the plainest sailing in the legislature—with the exception of some discussion over a site—and as it was passed it carries an appropriation of $25,000 for maintenance.

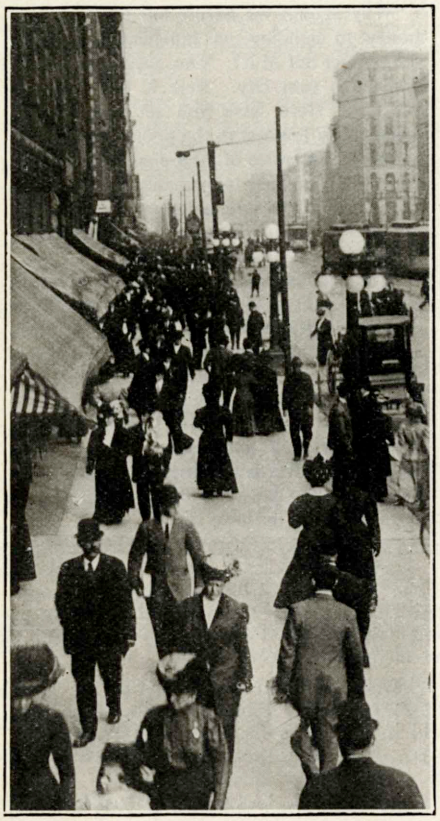
It has been announced that five Indianapolis physicians would contribute approximately $10,000 each for the establishment of specific wards in the new hospital, but their names have been withheld. The tentative site named in the bill is Military park—an unused corner—but this may be changed.

National Grand Opera

Grand opera for twenty-five leading cities of the United States, including Indianapolis, is proposed by Andreas Dippel, director of the Chicago opera. Under his plan the national organization would control soloists, solo musicians and conductors, who would be sent from one city to another, each city furnishing its own chorus and the bulk of the orchestra for whatever works were to be produced.

Mr. Dippel would have the administrative offices in Washington, and use Chicago as a producing "center." Under this plan, he says, each city could have its opera, educating the audiences and the local singers who participated, as well.

AS WE ARE TODAY



This is not a photograph of Washington street on a busy day. It is a true-to-life picture of Washington street on any day. This fact is evidence of the rapid growth of Indianapolis in a commercial way and of advancement into the metropolitan class. While the retail district has extended to many other streets than Washington in the last few years, still the traffic on Washington street has not been lessened.

Park Law Upheld

The law under which assessments have been made against property in Indianapolis for park and boulevard improvements has been held constitutional by Judge Remster, of the Marion circuit court.

This decision was handed down in the case of John Schley, who resisted an assessment of $40.50 on property that was three-quarters of a mile from the improvement.

COMING EVENTS

St. Patrick's Day	**March 17**
J. Horace McFarland, Address at Commercial Club	**March 21**
State Spelling Bee	**March 30**
Southern Indiana Teachers	**March 30-April 1**
"House That Jack Built," Benefit Children's Aid Assn.	**April 4-5**
Women's Baptist Foreign Missionary Society of the World	**April 11-13**
Inspection Indianapolis Militia	**April 13**
Easter Sunday	**April 16**
Biennial Meeting, National Y. W. C. A.	**April 19-24**
F. and A. M. Grand Lodge	**May 23**

Men and Affairs

The Southern Lumber Company has purchased, for $11,000, a tract of land on the west side of Senate avenue, north of Thirty-eighth street, and will plat it in the spring. The company intends to erect forty bungalows on the forty lots contained in the tract.

James M. Leathers, until recently judge of the Marion Superior Court, has resumed the general practice of law, with offices at 907 Law building.

The West Park district will receive attention from the board of park commissioners this year. The plans include the acquisition of ground and construction of a boulevard embankment along Fall creek, from Indiana avenue to White river, and along the river, from Fall creek to Michigan street.

The Rev. E. L. Day has resigned the pastorate of the First Christian Church at Noblesville, and has accepted a call to the North Park Christian Church, in this city.

"I would rather live in Indianapolis than in any other city I ever saw." This is the speech attributed to A. W. Green, president of the National Biscuit Company—and it was after he had seen Indianapolis, too. He was here recently inspecting his company's new building, and, with his daughters, was driven through the city in an automobile as the guest of the company's local manager, W. E. Pittsford.

Edward F. Claypool, who for years was closely identified with the commercial growth of Indianapolis, died at the age of 78 years at his home, 330 North Meridian street, February 24. His last business enterprise before his retirement was the formation of the company which built the Claypool Hotel, the ground being owned by Mr. Claypool.

J. K. Delano, Jr., has invented a device to furnish electric searchlights for automobiles. A company of Indianapolis men has been formed to market and manufacture the device.

Irvin Robbins, for years one of Indianapolis' representative manufacturers, died suddenly at his home, 12 West North street, February 9. He was 71 years old and was a veteran of the civil war.

The Millers' Mutual Fire Insurance Company is preparing to erect a five-story business and office building on Meridian street, opposite University Park. Rubush and Hunter have prepared the plans.

A brief illness resulted in the death, February 5, of John A. Hallinan, a member of the Marion county bar. He was prominent in Irish-American societies and had been recently elected secretary of the St. Patrick's day committee.

A. V. Randall, who as first assistant to the section director has been "making weather" in Indianapolis for eight years, has been appointed head of the forecasting station at Devil's Lake, N. D. He will be succeeded by Clinton E. Norquest.

After occupying for nineteen years the rooms at 108 East Market street, the firm of I. N. Richie & Son has removed to offices in the Lemcke building.

Upon a showing of economy, Superintendent of Police Hyland has asked an appropriation of $5,000 for another automobile patrol wagon. One now in use is shown to have been operated at a cost of 3½ cents per mile. A patrol wagon of the "horse type" cost 9¼ cents per mile. Superintendent Hyland would substitute an automobile patrol.

Members of the German-American War Veterans' Association have decided to erect a $20,000 monument which will commemorate their association and serve as a means of permanently preserving a cannon which was presented to the organization when it was established.

The state tournament of the Indiana State Bowling Association will be held in Indianapolis, at the Marion Club alleys, beginning April 2.

Demarchus C. Brown has been re-elected state librarian for a term of two years.

The Grand Lodge of Indiana, Knights of Honor, at its biennial meeting last month re-elected Dr. Frederick L. Hosman, of Indianapolis, grand dictator. J. W. Hosman, of Indianapolis, was elected grand reporter, and P. W. Bartholomew, grand treasurer.

The city engineer's department is engaged in the task of renumbering certain parts of Indianapolis. Before the work began two systems were in vogue—one giving a number to each lot, and the other based on one number to every twenty feet. Where the former system prevails it will give way to the latter. Numbers will also be placed at the rear of all houses.

Seven hundred students are enrolled in the night school classes at the Y. M. C. A. "Make it 900," is the Y. M. C. A. plan.

"WHAT'S IN IT FOR ME?"

"Why should we devote our time and our money to building up Indianapolis? What will we get out of it? The answer is: Indianapolis is your city. Here is your business located. Here have you set your homes. Indianapolis belongs to the people who live in it, and the interests of all are so tied together that you all prosper individually in proportion as the city as a whole prospers.

"Advertising is nothing but teaching people to believe in you and your goods.

"You, for example, are trying to teach people to believe in your city. You are trying to sell this city to as many people as you can, not literally, but you are trying to impress them with the good qualities of your city. Your city is nothing but a collection of individuals, and your town will impress itself as your advertising impresses. I am a great believer in advertising cities as well as business."—Hugh Chalmers, of Detroit, in address to Indianapolis business men.

The Columbia Club has elected Louis F. Smith, president; Harry S. New, vice-president; Burton R. Parrott, secretary, and Gustav H. Mueller, treasurer.

The ninth annual convention of the Western Boot and Shoe Jobbers' Association will be held in Indianapolis December 14, 15 and 16, 1911. The invitation was extended by Lew W. Cooper.

More than four miles of paving and repair work between tracks has been ordered of the Indianapolis Traction and Terminal Company by the board of works. Washington street, from Noble street to Audubon road; Central avenue, from Tenth to Nineteenth street, and Meridian street, between Washington and Maryland streets, are included.

H. L. Bennett, of Indianapolis, has been elected secretary-treasurer of the National Wood Mantel Manufacturers' Association.

If the United States government decides to have an army tournament this year, Indianapolis will be at the door first with an invitation to stage it here, at the motor speedway. The Indianapolis commercial organizations are united in this effort, and are being aided by Governor Marshall. The tournament would bring 6,000 soldiers, of the department of the lakes, to Indianapolis.

The Indianapolis postoffice was closed last Sunday—and it will continue to be closed on Sundays hereafter. The postoffice department at Washington granted the request of the local employes, who were backed by a petition bearing the signatures of 22,000 patrons of the office.

Gustav J. T. Meyer has been elected president of the Marion County Fish and Game Protective Association.

Organization of the Local Council of Boy Scouts has been perfected with the Rev. O. D. Odell as chairman; R. B. Wilson, vice-chairman; John Melpolder, secretary, and Edmund H. Eitel, treasurer.

Charles F. Coffin has been elected president of the Indiana Alumni Association of Delta Kappa Epsilon. H. R. Danner, of Indianapolis, is vice-president, Felix M. McWhorter treasurer and H. Foster Clippinger secretary.

The United Mine Workers of America, at their meeting in Columbus, Ohio, decided to "come back" to Indianapolis for their annual meeting next year. Indianapolis won over Chicago, San Francisco, Augusta, Portland, Atlantic City, Washington and Milwaukee.

At a stockholders' meeting all of the former directors and officers of the Belt Railroad and Stock Yards Company were re-elected. S. E. Rauh is president.

Melvin A. Marquette, 1909 Bellefontaine street, has, by falling fifty feet, proved himself an aviator. He was in an aeroplane of his own invention and going at the rate of fifty miles an hour when the accident happened. He was not badly hurt. The aeroplane was ruined.

The Indiana Retail Furniture Dealers' Association will meet in Indianapolis Wednesday, June 28.

At the German House, March 24, will be given the first of a series of entertainments to raise funds for the Nix memorial.

Luman K. Babcock has resigned as secretary to Mayor Shank to become attorney for the liability department of the Ætna Insurance Company.

"Sunlight," a painting by Frank W. Benson, has been purchased for the permanent collection of the Herron Art Institute. Benson's work is to be found in the most important galleries of the country.

Following an order from Judge James A. Collins, tenement house keepers in the foreign quarter have "cleaned house," and will obey the city's health laws a little more carefully in the future.

Bertrand B. Adams, a well-known business and club man, died at his home, 129 West Twenty-first street, February 5, after an extended illness. He was a member of the firm Miller, Adams & Co.

New Committees Named

The following standing committees have been appointed for the coming year by C. C. Hadley, president of the Commercial Club:

Finance—Cassius C. Hadley, chairman ex-officio; John J. Appel, vice-chairman; Hugh Dougherty, Albert Sahm, Arthur V. Brown, Bert McBride, J. M. McIntosh, George F. Quick; Winfield Miller, advisory member; Andrew Smith, treasurer, ex-officio member.

Expression!

To the average business man the *right words come hard* when he is struggling to express some idea to advertise his business.

It may be a booklet, a pamphlet, a folder or a business-seeking form letter. Whatever it is, the problems of *what to say* and *how to say it* are difficult for the man whose training and experience have been in another field.

We are applying our years of experience as newspaper writers and editors to the business man's problem of *what to say* and *how to say it.* We offer you that experience. The editorial "end" of advertising is our specialty.

MERLE SIDENER
GUERNSEY VAN RIPER

Publicity Counsel

526 BOARD OF TRADE BUILDING

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Press and Printing—R. G. McClure, chairman ex-officio; Merle Sidener, John F. Speer, Lannes McPhetridge, Thornton West, Hilton U. Brown, B. F. Lawrence, Rudolph G. Leeds; Frank McAllister, advisory member.

Arrangements—Robert E. Springsteen, chairman; Joseph E. Reagan, W. H. Elvin, Carl L. Rost, I. E. Brokaw, Walter Howe, Thomas R. Lewis; William A. Walker, advisory member.

Membership—Oscar L. Pond, chairman; William M. Carlin, F. F. Chandler, Obie J. Smith, Maurice J. Scanlin, Homer L. Cook, Asher W. Gray. Auxiliary membership: H. H. Sargent, John F. Habbe, D. F. Bash, F. H. Carter, V. H. Church, W. I. Coons, A. E. Davis, A. F. Eiteljorg, Leo K. Fesler, John B. Kirlon, B. G. Mehring, I. Feibleman, Fred Barrett, Oscar L. Huey, Leslie D. Clancy, O. B. Iles, R. F. Daggett, L. H. Draper, J. A. Everson, J. A. Hanson, John J. Keegan, William J. Hogan; John D. Brosnan, advisory member.

City Interests—W. A. Pickens, chairman; John W. Holtzman, E. L. Cotherell, Horace F. Hill, T. C. Howe, Franklin Vonnegut, H. J. Milligan; Charles J. Lynn, advisory member.

Manufacturers—Carl P. Rau, chairman; C. C. Hanch, John H. Talge, A. C. Newby, Henry R. Bliss, C. F. Moffitt, Edward Gerard; George Lemaux, advisory member.

Commerce—Henry R. Danner, chairman; Arthur R. Baxter, W. E. Balch, H. K. Wasson, O. T. Byram, George A. Gay, W. B. Wheelock; Frank L. Bridges, advisory member.

Assemblages—Carl Fisher, chairman; Charles Downing, Henry W. Lawrence, J. Edward Krause, H. J. Hibben, Thomas Taggart, Joseph C. Schaf; James Lilly, advisory member.

House Committee—James M. Ogden, chairman; F. J. Geiger, Charles E. Hall; Ross Wallace, advisory member.

SPECIAL COMMITTEES AND COMMISSIONS.

Club Property—W. K. Stewart, chairman; F. H. Blackledge, A. Kipp, H. C. Allen, John W. Friday, F. H. Wingate, P. C. Rubush; E. G. Ritchie, advisory member.

Public Amusements—William A. Hungerford, chairman; Forrest Timmons, W. H. Watkins, E. W. Stuckey, J. A. Everitt, A. H. Wells, H. U. Patton; Frank McAllister, advisory member.

Education—Rev. Lewis Brown, chairman; Rowland Evans, Archibald M. Hall, C. N. Kendall, Rev. Albert Hurlstone, George A. Mirick, Charles W. Fairbanks; Lewis A. Coleman, advisory member.

Insurance—Willits A. Bastian, chairman; Edwin L. Forey, G. A. Schnull, F. B. Fowler, Thomas B. Fulmer, Vernon Griffith, Isaac Hooten; H. M. Glossbrenner, advisory member.

Real Estate—Joseph W. Selvage, chairman; B. M. Ralston, William Low Rice, C. G. Duvall, James S. Cruse, John A. Osbon, George W. Wolf; O. D. Haskett, advisory member.

New Industries—Charles A. Bookwalter, chairman; G. M. Bachman, Horace C. Starr, William J. Mooney, Brandt C. Downey, G. Barrett Moxley, Carl H. Graf; Winfield Miller, advisory member.

Transportation—Lynn E. Stone, chairman; Charles M. Wheeler, C. C. Hanch, H. G. Alexander, H. R. Daly, F. E. Floyd; Robert S. Todd and C. D. Boyd, advisory members.

Public Health—Dr. D. L. Kahn, chairman; Dr. William F. Clevenger, Dr. Francis O. Dorsey, Dr. Charles R. Sowder, Dr. C. E. Day, Dr. Daniel W. Layman, Dr. J. O. Stillson; Dr. Henry Jameson, advisory member.

Legislative—Ernest R. Keith, chairman; Samuel Ashby, M. M. Bachelder, John A. Lapp, A. R. Hovey, Charles D. Johnson, Oren S. Hack; John E. Hollett, advisory member.

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L. C. BREUNIG, Secretary R. B. FAILEY, Assistant-Secretary

I SAW IT IN FORWARD!

Children's Welfare—William L. Taylor, chairman; Rabbi M. M. Feuerlicht, Rev. Owen D. Odell, Frank D. Loomis, C. A. McCotter, H. D. Tutewiler, Rev. J. F. Byrne; John N. Carey, advisory member.

Benevolent Associations—Thomas C. Day, chairman; W. D. Allison, Sol S. Kiser, Albert E. Metzger, Frank S. C. Wicks, L. C. Boyd, Charles S. Lewis, John R. Welch; Walton L. Dynes, advisory member.

Good Roads—Clarence A. Kenyon, chairman; William Fortune, William F. Moore, Will H. Brown, Cecil E. Gibson, W. W. Winslow, E. H. Darrach; Edward J. Gausepohl, advisory member.

FORWARD!—Cassius C. Hadley, chairman ex-officio; Walton L. Dynes, John E. Hollett, Winfield Miller, Robert G. McClure.

Army Post and Military Affairs—Major H. T. Conde, chairman; Robert L. Moorhead, D. M. Parry, Berkley W. Duck, Capt. W. H. Armstrong, E. J. Scoonover, G. A. Schnull; Frank L. Bridges, advisory member.

Auditing Committee—Fred K. Shepard, chairman; William M. Fogarty, Edward R. Parmalee.

Water Commission—A. W. Taylor, chairman; Theodore F. Vonnegut, Marion Ward, W. F. C. Golt, C. Van Camp, Henry Eitel, Robert F. Elliott; John N. Carey, advisory member.

Elevated Track Commission—William Fortune, chairman; Joseph J. Dickinson, F. O. Fitten, Fred Gregory, E. A. Eckhouse, William Kappes, Henry Warrum, Merle N. A. Walker, W. L. Elder, George E. Field, John L. Ketcham, H. A. Negley, Arthur M. Hood, R. Kirshbaum, Ferd L. Holweg, C. R. Cameron, Frank S. Fishback, C. L. Kiplinger, William A. Young, Bert Metcalf, F. E. Matson, C. H. Badger, Fred Hoke; C. D. Boyd, advisory member.

Civic Improvement Commission—Dr. Frank B. Wynn, chairman; Carl Lieber, C. C. Brown, Dr. C. S. Woods, Joseph J. Dickinson, Joseph A. McGowan, Leroy E. Snyder, William W. Woollen, George Batchelor, James Bingham, Herbert Foltz, Josiah K. Lilly, Jesse Moore, W. K. Eldridge, Demarchus C. Brown, George R. Brown, Sol S. Kiser, Albert E. Metzger, John F. White, Fletcher M. Noe, William H. Wylie, Hiram Brown, A. M. Glossbrenner, Harold Taylor; Dr. Henry Jameson, advisory member.

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She knows, as does every man, the folly of paying rent. The money should BE INVESTED—not SPENT.

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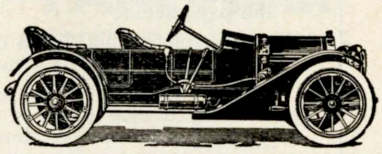

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DO IT NOW

Henderson Motor Sales Co. Send Cole 30 Year Book describing an Indianapolis Made Car. Shall representative call?

Sign name and address in margin

INDIANAPOLIS 255,340!

The new city directory, compiled by R. L. Polk & Company, goes Uncle Sam one better and gives Indianapolis a population of 255,340. The census bureau's figure for Indianapolis was 233,650.

The publishers of the city directory believe their estimate is conservative and that it truly reflects the present population. The directory contains 102,136 names and it is the experience of the publishers that there are 2 1-2 inhabitants for each name.

Business Briefs

Plans for the new Hume-Mansur block have reached the stage of perfected drawings and contracts. The building will occupy the space between the Board of Trade building and the Newton Claypool, fronting on Ohio street. It will be completed by January, 1912, and will cost $500,000.

An eight-story building will eventually replace the Pembroke Arcade. The site has been secured from Fred C. Dickson and Henry M. Talbott by Bert McBride, president of the Security Trust Company, and James P. Goodrich, under a ninety-nine-year lease. The new building will cost between $250,000 and $300,000.

It has been announced by John J. Ryan, lessee of the Colonial Theater, that he proposes to erect in Indianapolis a new vaudeville theater, to cost $110,000. It will be known as Ryan's Family Theater. Two Indianapolis men are said to be interested in the enterprise.

John J. Appel has been chosen president of a company formed to take over and operate the property of the DeTamble Motors Company at Anderson.

Directors of the Indianapolis Boys' Club Association have announced their intention to raise a fund of $100,000 with which to build a new headquarters building and three branch buildings.

P. G. McLane, formerly a member of the Grand Opera House stock company, has taken possession of the Majestic Theater under a lease from B. F. Keith.

Commercial Club Members

The following have been elected to membership in the Commercial Club:

S. E. Warner, Board of Trade building, physician.
Theodore Smith, Industrial building, chemist.
Willard McWorkman, State Life building, real estate.
Edson T. Wood, 48 North Delaware street, real estate.
A. E. Bradshaw, Indianapolis Mortar and Fuel Company, president.

Personalized Banking

Any financial institution can receive money on deposits and pay checks.

All banks do not give a definite, personal service to each customer covering his actual business needs.

This bank is not too large or too unmindful of what Banking Service means to overlook or neglect the personal interests of its smallest depositor.

If you believe that you should have something more than your present connection affords, we would like to talk with you.

The Continental National Bank

On Meridian Street
Between the Monument and Washington Street

A. L. Wilson, manager Deco Veneer Company.
Louis H. Brink, Frank Nessler & Co., merchant tailor.
H. C. Churchman, The Waverley Company, sales manager.
R. A. Hammer, American Central Life Insurance Company, salesman.
Henry G. Hoss, Vonnegut Machinery Company, salesman.
D. H. Jenkins, Jersey Bulletin, publisher.
Carl A. Ploch, Continental National Bank, teller.
L. E. Replogle, Columbia Club, bonds.
L. J. Thomas, Claybaugh & Thomas, real estate.
Prentiss C. Tilley, Brazil, Ind.
C. C. Wedding, C. C. Wedding & Co., broker.
Paul W. Bowman, W. F. Johnson Lumber Company, secretary.
Robert H. Bryson, Federal building, postmaster.
Reinstatement:
Milton L. Clawson, 714 Odd Fellow building.
C. S. Crawford, Cole Motor Car Company, factory manager.
L. G. Cummins, G. W. Cummins & Co., commercial merchant.
J. T. David, Monon Route, traveling freight agent.
Herbert C. Jay, J. I. Holcomb Manufacturing Company, manager.
E. T. Kenney, Kenney Machinery Company, implements.
J. E. Kimberley, Oliver Typewriter Company, manager.
Gilbert B. Perkins, Perkins Detective Agency, manager.
C. H. McCaskey, 600 American Central Life, physician.
Frank Metzger, Yellow Poplar Lumber Company, salesman.
B. E. Richardson, Marion Trust Company, real estate.
Melville F. Shaw, City Loan Company, manager.
Benjamin F. Schmidt, Merchants' Ice Company, manager.
Richard A. Shirley, W. H. Johnson & Son Co., contractor.
Raymond A. Smith, Indiana Air Pump Company, secretary.

You Know It Hurts!
in many ways to meet with an injury, our
ACCIDENT POLICIES
relieve you from
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ask me about them
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"The Friend in Need."
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Haberdashers and Hatters
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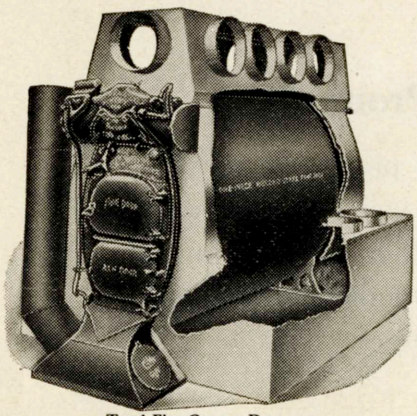
HEAT WITH SANITATION



Tend Fire Once a Day

A house can be heated and ventilated at the same time; few, however, investigate the latter until too late.

THE
"FARQUAR"
SANITARY HEATING SYSTEM
Does Both—Let Us Prove It

ONE-PIECE WELDED FIRE-BOX

Absolutely imperforate—no leakage of gas, dust or poisons from the fire into the air supply.

Automatic Draft Control
Maintains uniform fire in all temperatures—no cogs or mechanism to get out of order.

Return Ventilating System
Insures constant flow of pure, fresh air in all the rooms throughout the house.

Farquar Furnace Co. of Indiana, 519-521 Mass. Ave.

Men Wanted!

Work is Waiting

Immediate employment is now offered to 1,000 men. About 2,000 are already on the job, but additional help will make the work move faster.

Bring Stout Hearts

Courage and persistence are required as tools —for the job is that of making Indianapolis bigger and better. This is the Indianapolis Commercial Club's task, and although a man may work at it without holding club membership, he'll work better WITH IT.

Pay Comes Promptly

Your pay comes in exact proportion to your effort. You get just what you earn—in absolute pleasure and satisfaction—in the joy of mixing with men who are doing big things in a big way. Join the club.

Men Wanted!

YOUR ACCOUNT SOLICITED

4% Paid on Savings

OUR MAXIM
Safe, Conservative, Progressive

Fidelity Trust Co.

WM. M. FOGARTY, President

Phones 73 156-158 East Market Street

The Leading Trust Company of Indiana

The Union Trust Company

Savings—Loans—Insurance
Real Estate—Trusts

Capital, $600,000—Profits, $600,000

Telepost

Gives 25 words for 25 cents messenger delivery; 50 words for 25 cents letter carrier delivery at destination. 5 cents for each additional ten words or fraction thereof; all punctuation marks free, five figures in a group counts one word. No limit to number of letters in code words.

The Telepost respectfully asks the public to investigate its claims and judge for themselves whether or not the efforts it is exerting to give the cheapest and best telegraph service deserves their hearty support, both moral and financial.

Try us and judge for yourself.

Call Telephones, Main 6906, New 3219, for list of offices and other information.

The Telepost Company
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The HIAWATHA CAFE

MRS. A. J. TRON 35 Monument Place

Wm. B. Burford IF IT'S USED IN AN OFFICE Indianapolis

BURFORD

PRINTING HAS IT LITHOGRAPHING

BLANK BOOKS, FILING DEVICES, DESKS, STATIONERY
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Calling Cards and Wedding Stationery a Specialty

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Capital $1,000,000 Surplus and Profits $400,000

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OUR PATRONS ARE SATISFIED

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WEEK OUT
THE

INDIANAPOLIS STAR

HITS THE NEWS NAIL
ON THE HEAD
EVERY
DAY

7 PAPERS

New Phone 1648

Robert F. Cook : Expert Shirt Maker

Office, Young & McMurray, 210 Board of Trade Bldg.
Factory, 218 Board of Trade Bldg.

Indianapolis

New Phone, 4070 Old Phone, Main 2196

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The Bramwood Press

PRINTERS

Third Floor State Life Building, Indianapolis, Ind.

Telephones; New, 3951 Old, Main 2484

Indiana Union Traction Company

The Electric Gateway

To Warsaw, Goshen, South Bend and Ft. Wayne and all points in Northern Indiana and Ohio. Fastest and Best Service for Passenger, Freight or Express.

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CONSULTING ENGINEERS
MECHANICAL—ELECTRICAL
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CONCRETE ARCHITECTURAL STEEL

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121 East Market Street

Wegman Pianos

Improved Tuning Pin Block. High Grade. Call and SEE THEM

CARLIN & LENNOX

5 to 9 East Market Street

I SAW IT IN FORWARD!

"THE man who knows it can't be done—
He counts the risk, not the reward—
He must be towed along."

Be Frank, Who Is Losing Out?

But the need of the automobile is universal. Every day agents from various directions come to our Overland factories and beg for immediate delivery of the 1911 cars. These cars range in price from $775 to $1,675, and are made in twenty-two models. They are the sensations of motordom.

Be frank—if you don't want to be active; to go and come in this busy world; to transact business in enterprising and time-saving manner; to get more health and pleasure out of life—then you DON'T need an automobile. Most people are alive to their times.

On all sides your neighbors are buying cars. Are they gaining an advantage over you—are you losing out? Shrewd business men—the successful kind—are not throwing their first Overland car away, but getting new ones.

Did you ever hear a man on the street corner waiting for a car lament after this fashion: "Never; I'll not spend my money for an automobile. Too many people are going 'loony' over motor cars. It's a shame—why, people must be crazy! I won't waste my money on one—why, I don't need it."

The above is an actual report of what one well-to-do man said. No doubt you have heard some one say something like it.

This man can't stop the manufacture and sale of cars—nor will his talk make that man who has used a car give it up. That's the best answer to his complaint.

"I don't need it"—imagine a man saying that about a telephone in his office, or any other modern necessity.

We invite you to make friends with the

$775 Overland $1675

The Willys-Overland Co., Indianapolis—Toledo **The Fisher Auto Co., Indianapolis Agents**

Lunch is Served!

The Commercial Club's Cafe now occupies the entire eighth floor of the Club building. It is a pleasant room, the food and service are the best that can be had, and you'll be in splendid company when you sit at table each noon.

Private Parties

Private parties may be served with special menu in the Club's new quarters at most any hour of the day or evening. Arrangements may be made by Club members with the Club's Secretary.

Mars Hill Means

A Safe Investment

When 9,000 lots are sold in Mars Hill the success of the new industrial city is assured. No lot in Mars Hill will be worth less than $400 and thousands of them will be worth from ten to twenty times $400—the cost to you. If enough lots are not sold to carry out the plan your contract of purchase becomes void. You can't lose.

A Greater Indianapolis

Mars Hill means a city of 50,000—the size, practically, of Anderson and Muncie combined—with factories employing at the outset a minimum of 10,000 skilled workmen; with payrolls aggregating from $6,000,000 to $10,000,000 per year. It means thousands of new homes, new work for thousands and a Greater Indianapolis.

Buy a Lot! Now!

I SAW IT IN FORWARD!

VOLUME IV APRIL 1911 NUMBER 3

EASTER

FORWARD!

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THE MAGAZINE FOR INDIANAPOLIS

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PUBLISHED BY THE COMMERCIAL CLUB OF INDIANAPOLIS.

cop. 2

The "Editorial End" of Advertising

By Sidener & Van Riper

The "editorial end" of advertising is just in its *beginning*.

This "end" of advertising is merely a new phase that recognizes the element of *human interest* in business.

You know how a trained newspaper man goes straight to the heart of a news story—

—how he seizes and features the salient points—

—how he plays upon the interest and emotions of his readers—

—how he makes them feel what he has felt!

He knows the secret of human interest—of universal appeal—and that's the whole story.

It is these elements of human interest and universal appeal that we have incorporated in the "editorial end" of advertising.

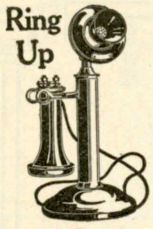
We are applying our years of experience as newspaper writers and editors to this new department of commercial literature.

Our clients' booklets, pamphlets, folders and circular letters are built upon the foundation of human interest and universal appeal.

We go straight to the heart of the business man's story, and make it one of human interest.

Your business has a story—and we would like nothing better than to prepare it for the public.

Merle Sidener
Guernsey Van Riper
Publicity Counsel
Number 526 Board of Trade Building
Central Union Phone, Main 5440



Main 6776
New 1862
A Call Will Bring Us
To Your Door

THE NEW CITY HALL

IS to be furnished throughout with

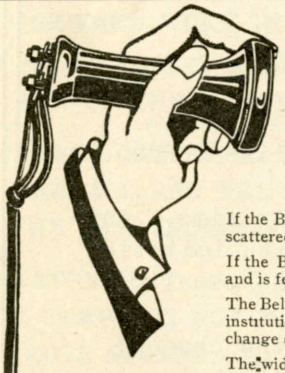
BERGER STEEL FURNITURE

SOLD in Indianapolis exclusively by

THE ROUGH NOTES COMPANY

Location, 220-222 East Ohio Street

LET US make an estimate on your requirements



Community of Interest

THE BELL TELEPHONE SYSTEM AND RELATED PROPERTIES ARE OWNED BY OVER

One Hundred Thousand Different People

If the Bell System makes any money, thousands of scattered people share in the profit.

If the Bell System suffers loss, the loss is shared and is felt by thousands of people.

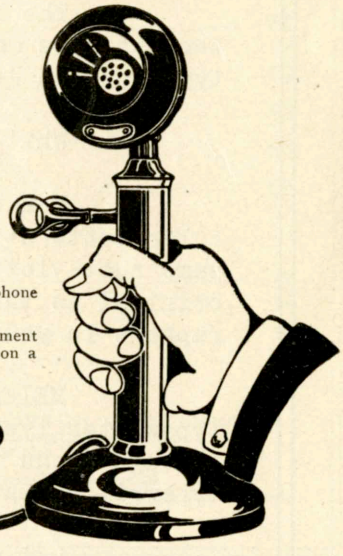
The Bell Telephone System is our greatest National institution. Intercommunication and quick exchange of ideas make us a united nation.

The wide-spread use o modern inventions equalizes the poor with the rich.

We Want to Give the American People TEN MILLION ALL-CONNECTED Telephones by the Time the Panama Canal is Opened

This requires the conservation of every dollar now honestly invested in telephone property. It requires much more of the people's savings.

It means that thousands more people will have an interest in the management of the business. It requires Profit-Sharing and Responsibility-Sharing on a scale hitherto unattempted.



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Contract Department, Main 4800

M. A. LASKEY C. G. LASKEY

Laskey Bros.

DEALERS

Stocks, Bonds and Other Securities

ESTABLISHED 1900

202 State Life Building

PHONE, OLD, MAIN 1334 PHONE, NEW 1515

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CIRCULAR LETTER SPECIALISTS
AND EXPERT PRINTERS

INDIANAPOLIS

Messrs. Up & Doing,
Everywhere.

Gentlemen:-

Imitation will out--just like murder.

The imitator gets caught in time. And the business man who seeks orders with imitation type-written letters can't escape the penalty.

What's the use of taking the chance?

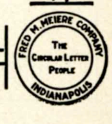
You can have genuine type-written circular letters from my shop at practically the same cost--letters that are just as personal and original as though written by a force of stenographers in your own establishment.

MEIERE letters are written with real typewriter type, the impression being made through broad typewritten ribbon in a special typewriting machine.

Let me show you the difference between an imitation typewritten letter and a MEIERE letter.

Genuinely yours,

Fred M. Meiere



FORWARD!

The Magazine for Indianapolis

Vol. IV APRIL, 1911 No. 3

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FORWARD! is published on the tenth of each month, which is Indianapolis Day, by the Commercial Club of Indianapolis, under the supervision of the FORWARD! COMMITTEE—Cassius C. Hadley, Winfield Miller, Walton L. Dynes, John E. Hollett and R. G. McClure

FORWARD! is read by 10,000 business and professional men of Indianapolis
Advertising rates furnished upon application. Address FORWARD! 526 Board of Trade Bld'g, Indianapolis
This magazine is printed by the Hollenbeck Press

A Guarantee With a Meaning

The entire product of The T. B. Laycock Manufacturing Company of Indianapolis, is guaranteed and we are right here in Indianapolis to make the guarantee good. The Laycock Product includes brass and steel beds, steel couches, springs, etc.—and all good.

Smoke

BECAUSE of the abundance of black smoke "the average condition in Indianapolis is a little worse than the average condition in once smoky Pittsburg."—J. Horace McFarland, President of the American Civic Association.

"Taken altogether, we showed by our own tests a saving of $7 per day, which paid for the new stoker, interest and depreciation charges, some time ago, and our continued saving is paying a handsome profit."—H. H. Rice, of the Waverley Company.

Here's the situation: Mr. McFarland, an expert who has studied conditions in many American cities, says that Indianapolis, on the average, is a smokier city than Pittsburg—Pittsburg whose very name has been a synonym for smoke!

On the other hand, here is an Indianapolis manufacturer making the plain, flat statement in this month's FORWARD! that smoke can be prevented, and that it pays his company $7 a day in cold hard cash to prevent it.

In other words, it would cost the Waverley Company $7 per day to fill the sky with the smoke that used to pour from its chimneys.

The city *doesn't* want the smoke, and the Waverley Company DOES want the $7 extra each day, naturally.

Many other manufacturing concerns are saving the money that used to be shot from their chimneys—while others are still paying cash to produce something that is a dead loss to them and that no one wants.

Why?

FORWARD!

THE MAGAZINE FOR INDIANAPOLIS

GUERNSEY VAN RIPER, Editor MERLE SIDENER, Manager

VOLUME IV APRIL 1911 NUMBER 3

FORWARD WORK IN INDIANAPOLIS

WHAT INDIANA'S CAPITAL IS DOING AND HOW IT LOOKS TO ONE OUTSIDE

BY

J. HORACE McFARLAND

President American Civic Association

J. HORACE M'FARLAND

THE title of the magazine issued by the Commercial Club of Indianapolis is felicitous as well as expressive. I say this after the second visit to Indianapolis within four years, and from a comparison of what was being done and is being done. Indianapolis is distinctly going forward.

The city is singularly fortunate in the relation of its water courses to its city plan, and it is more singularly fortunate in the ability with which a plan has been prepared to take advantage of these water courses for the necessary arterial circulation of fresh air and breathing facilities. With all the banks of all the streams simply and fully improved to service park conditions, Indianapolis will have a unique facility for promoting the efficiency, comfort and happiness of all her people.

Indianapolis is also singularly fortunate in the wisdom with which she has acted in relation not only to the obtaining of park plans from one of the most capable park designers in the world, but in the head of the Park Commission, who stands out as one of the really great park presidents in the United States. It is a fine thing for a city to have a leading citizen thus willing to do service for all. It will be a poor thing for the city if the business men, who are thus being served with whole-hearted capable effort, fail not only to recognize but to support, and fully support, the work being done.

In a striking way there is being accumulated evidence as to the direct efficiency, economy and ad-

vantage of well-conceived and well-executed park additions to an industrial community.

It has been found that parks are cheaper than policemen, that they tend to decrease the strain on the hospitals and the cemeteries, and that they very radically promote good order. One notable instance is that of Chicago, where within a half-mile radius of the superb civic centers now distinguishing that city juvenile crime has decreased 44 per cent., while increasing for the city as a whole, in the same year, 11 per cent.

From the standpoint of actual cash expenditure, Chicago is saving money on her parks; from the standpoint of building useful citizens, she is making an investment which bears an immediate cash dividend and promises a far greater future dividend in humanity.

SEES LACK OF FUNDS

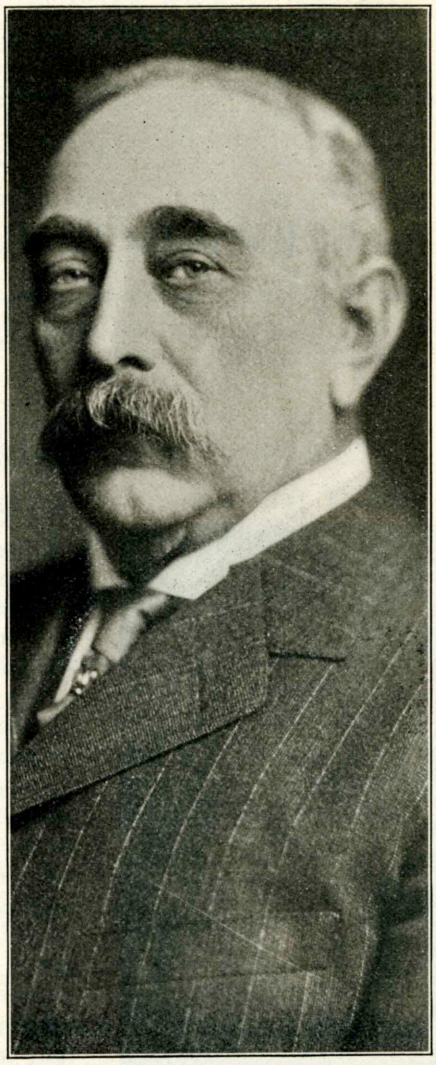
I would commend, therefore, to the attention of the public-spirited men of Indianapolis the extension of the civic-center idea to the park system and the provision of adequate funds for the establishment of the elaborate field-house conditions which have so well served Chicago. It would be money well invested.

At present I discover that the progress of the park extension in Indianapolis, so well mapped out in the plans adopted, is hampered seriously by lack of funds. The particular misfortune of this lies in the fact that the city thus competes against itself in the price of real estate to be obtained. Where condemnation proceedings can be taken for a large area at once, the price is all that of unimproved land. Where, however, the condemnation is made piecemeal, each new taking increases the value of future takings against the city.

The state of Pennsylvania is struggling with the same problem that besets Indiana in respect to a dignified approach to her capitol building. It seems almost certain that the present legislature will renew the action of the previous legislature in authorizing this great and necessary work, and this time we believe the governor will approve it.

The superb plan for the Indiana State Plaza, extending from the state house to the White river, would not only add attractiveness to the city of Indianapolis, but shed luster on the glory of the state

PRAISED BY McFARLAND



DR. HENRY JAMESON
President Indianapolis Board Park Commissioners

of Indiana. I sincerely hope that city, county and state will join in the bringing about of this great improvement at an early date. It would be found to be a most profitable advertisement for Indianapolis, as well as a satisfaction to every citizen of the great state of Indiana.

The interested attitude of members of the Commercial Club toward these questions of civic advance is extremely encouraging. It is indicative of the new idea of the business man, and shows that Indianapolis is in line with the best communities in the country for true progress.

With cheap gas and available coke, it ought to be possible in Indianapolis to very sharply restrict the use of bituminous coal for residence heating and cooking, and with somewhat closer attention on the part of manufacturers to the waste of black smoke the city would be relieved of the pall which now, to be perfectly frank, makes the average condition in Indianapolis a little worse than the average condition in once smoky Pittsburg.

I shall expect to again visit Indianapolis, to see the completed waterway park system, the progressing state plaza and the smokeless, busy, prosperous city which I am confident is to stand as the future monumental capital of the great state of Indiana.

EDITORIAL NOTE

Mr. McFarland represents an association which would, if it were possible, do away with municipal and civic ugliness in one fell swoop.

That being impossible, he and his fellows are going about their business slowly but methodically. On the evening of March 21, Mr. McFarland delivered an illustrated lecture at Tomlinson Hall under the auspices of the Commercial Club.

Photographs were thrown upon the screen—a veritable rogues' gallery of municipal and civic unloveliness. And then in some cases, the other side of the picture was shown, with the wrongs righted and the ugliness transformed into beauty.

The contrast between American and European cities, as shown in Mr. McFarland's photographs was startling and significant. In general, the American views called forth a blush, while those of European cities were a delight.

Mr. McFarland explained that we have the same opportunity for beauty here if we will but use our money to create it, instead of paying it as a tariff in journeying abroad to enjoy what there has been wrought.

Mr. McFarland's address was one step in a campaign for the bettering of civic conditions, inaugurated by the Civic Improvement Commission of the Commercial Club.

Money In Vacant Lots

Transforming ugly vacant lots into well-kept gardens has proved a successful undertaking, both from the standpoint of beauty and dollars.

At the recent annual meeting of the vacant lot cultivation and home decoration committee of the Charity Organization Society, it was shown that vacant lots under cultivation in 1910 had yielded $1,361.50 in produce for needy families. The available lots were apportioned by the committee and seeds and instruction furnished. This phase of the work affected directly 387 families and helped to make them independent.

The work of gardening and home decoration was taken up in nine school buildings through the activity of the committee, the work being done by teachers and pupils after school hours.

Officers for the ensuing year have been elected as follows: Chairman, Franklin Vonnegut; vice-chairman, Frank W. Flanner; treasurer, Valentine Bachman; secretary, Charles S. Grout; directors, Edwin L. Williams, Henry C. Schroeder, Thomas B. Laycock, John H. Furnas and Dr. C. S. Woods.

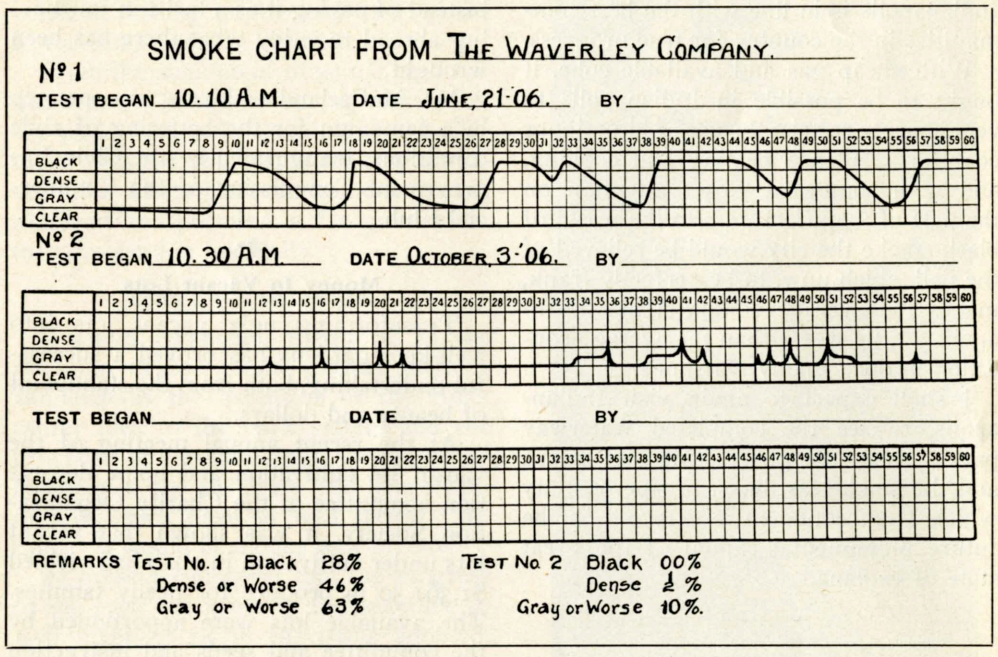
SMOKE COINED INTO DOLLARS

ACTUAL experiences of several Indianapolis manufacturers, as related at a recent meeting of the Smoke Abatement Association, have shown the truth of the statement that smoke does not mean prosperity. It means waste.

These men say so themselves—and prove it. Indianapolis would not long be a smoky city if the examples of E. C. Atkins & Co., the Waverley Company, the Eli Lilly Drug Company, the Central Union Telephone Company were followed.

Of course, there are many others, but these were a few of those who, in response to the appeal of the Smoke Abatement Association, presented clear and definite statements of the saving that has been made by the installation of stokers and the establishment of conditions resulting in perfect combustion at their several plants.

The statement of Herbert H. Rice, of the Waverley Company, with the smoke chart which accompanied it, is typical. The little squares of the chart, running across and numbered from left to right, represent one minute each. As the minutes passed during the given hour of a test, a line starting at the left was drawn to indicate the character of the smoke. It went up or down—or remained at a level



TEST NO. 1 SHOWS SMOKE CONDITIONS BEFORE INSTALLATION OF STOKERS; NO. 2, CONDITIONS AFTERWARD

—registering exactly the kind of smoke produced during that hour.

The chart shows two tests—one before the installation of stokers at the Waverley plant—and one afterward.

Said Mr. Rice:

"When the Waverley Company was approached by the smoke inspector in 1906 and urged by him to abate the smoke which was pouring from our stack we felt very much as if we were being singled out when we saw what smoke was coming from other manufacturing concerns, from the locomotives which

were passing our windows, and especially from some of the office buildings which poured forth—and still pour forth—smoke almost continuously.

"I began an investigation of the stokers which might be put under our equipment of Atlas Horizontal boilers and finally purchased a Jones Underfeed Stoker, not because we did not find other very good stokers, but because it seemed the one best meeting the conditions which confronted us with the plant we already had.

THREE SAVINGS FOUND

"We found three distinct savings:

"First. By actual test with identically the same grade of coal we saved in fuel 24.9 per cent.

"Second. We found we could get so much more horse-power from the boilers that we were able to use a less expensive coal, bought right here in Indiana.

"Third. When we did need additional horse-power we were able to get a considerable excess of the rated capacity from our boilers, even with the cheaper coal.

"Taken altogether, we showed by our own tests a saving of $7 per day, which paid for the new stoker, interest and depreciation charges some time ago, and our continued saving is paying a handsome profit.

"To me this is the great argument to be used with every manufacturer—that the prevention of smoke need not be an expense to him, but a profit-making investment.

"There are plenty of good stokers on the market suitable for both large and small plants, and it is strange that people will go on wasting money every day and making smoke, when they could get the credit of helping to make Indianapolis a clean city and make money for themselves at the same time.

"The present law in reference to new equipment is not entirely adequate. The smoke inspector can say to the individual that he does not approve of the plans and that if the building is equipped in accordance with the plans and the furnaces should then make smoke, he, the inspector, would be obliged to prosecute. We all know what a long and unsuccessful procedure this is, although it will be easier when public opinion is fully aroused.

"Our building laws do not permit the erection of a building except under certain specifications, and no one should be permitted to put in new heating plants which are not to be equipped with smoke-preventing devices.

"For those who are skeptical about the results to be obtained from proper smoke prevention devices, the accompanying chart showing the condition of our stack before and after may be of interest. It will be noted that the stack showed dense black 28 per cent. of the time before, and none afterward; that it was dense or worse 46 per cent. of the time before and only ½ per cent. afterward; while it was gray or worse 63 per cent., or, in other words, it was fully clear only 37 per cent. of the time before and was gray or worse only 10 per cent. of the time afterward."

Prominent Men Pass

Death claimed several prominent citizens of Indianapolis during the month of March. Among these were Judge George W. Stubbs, of the juvenile court; John Furnas, Julius C. Walk, Maj. John B. Glover and Gideon B. Thompson.

Mr. Walk founded the business which now bears his name—Julius C. Walk & Son, jewelers—and had lived in Indianapolis practically all his life. He was a member of several fraternal organizations, and of the Commercial Club.

Gideon B. Thompson was one of the oldest and best known newspaper men in Indianapolis. He had worked for the Indianapolis News ever since that paper was established. Mr. Furnas was one of the city's pioneer business men, and Major Glover was prominent in G. A. R. circles. At one time he was successful in politics.

MEN OF THE MONTH

Dr. Henry R. Alburger, a member of the faculty of the Indiana University School of Medicine, has been named as pathologist at the Indianapolis City Hospital. It is provided that his formal acceptance shall be received June 1, which will permit him to finish the year's work at the university. The need of a pathologist at the City Hospital has been imperative and it is estimated that Doctor Alburger's services will increase the hospital's efficiency appreciably. He has an enviable reputation as a pathologist, not only in Indiana, but throughout the United States as well. Indianapolis is fortunate in obtaining him.

Oh, no, Rochester, you can't have A. H. Godard. He intends to stay in Indianapolis. No one will deny the good judgment of the New York city in seeking to alienate the general secretary of the Indianapolis Y. M. C. A., but Indianapolis is mighty glad the alienation was not accomplished. Mr. Godard decided that his mission in Indianapolis was not yet fulfilled, and he declined to quit in the middle of a job. He probably would not admit it, but he has done a big and important work in Indianapolis, and has more of the same sort ahead of him. He is a leader and an organizer of men and is important because he leads and organizes in the right direction.

With a whoop and a hurrah, the Tenth Infantry, U. S. A., left Fort Harrison, to reappear later on the broad acres of Texas near the festive Rio Grande. At the head of this exodus was Col. Henry A. Greene, commanding the Tenth. When Uncle Sam said "move," he found the Tenth willing and ready. The prospect of a little skirmish on the Mexican frontier made none of the soldiers weep. The quick and orderly manner in which the United States troops were mobilized in Texas has given rise to widespread congratulations. Centainly no small share of this public and official appreciation is due Colonel Greene.

MEN OF THE MONTH

The Mayor's advisory commission may believe that, at times, advice is wasted, but its members are nevertheless willing to give it. Having been called to service, they propose to serve. In reorganizing for another year of work they have chosen as their president Dr. Theodore A. Wagner, a man with opinions and who is not afraid to express them. Doctor Wagner has been a member of the advisory commission from the very first —and from that time he has not failed to give it his attention. He now stands at the head of the city's "prescription department," in which he does an office business only. No calls. Hours, 12 to 12.

Harry D. Tutewiler is to-day the personification of the triumph of an idea—the playground idea, in Indianapolis. Mr. Tutewiler has fought and bled for the success of this important movement and it is eminently fitting that he should be the first commissioner of playgrounds in Indianapolis. Mr. Tutewiler's appointment has been made by the city board of health and he will give his time this year as he has in the past, purely as a public-spirited citizen. The money provided for playgrounds by the legislature is not available until 1912. In the meantime Mr. Tutewiler will perfect playground plans and an effective organization in order to get best results next year.

Isidor Wulfson has made himself a man of many months. He is always on the job. Having been invested with an official title, Mr. Wulfson proceeded to do business as inspector of weights and measures. He made the office an important department of city affairs and became himself a terror to the very lively specter of "short-weight." He believes most dealers are fair and square, but not for this reason does he sleep on his scales. No! His eyes are always open and he is vigilant. The unfair minority must toe the mark. He doesn't stop when the whistle blows, and never compromises injustice. Long live Isidor Wulfson!

MARCH EVENTS IN INDIANAPOLIS

Women of Indiana unveil bust of Robert Dale Owen.

Judge George W. Stubbs, of juvenile court, killed by interurban car, and Newton M. Taylor appointed to fill vacancy.

Commercial Club committee inaugurates campaign for civic improvement.

Organization of local branches of State Civic Union is begun.

Post of pathologist is created at City Hospital and Dr. Henry R. Alburger is named for the place.

School commissioners accept plans for new school building and library.

Announcement made that Marion Motor Car Company's plant will be doubled.

Retail Food Dealers' Association is organized.

First cars begin operation between Indianapolis and Beech Grove.

Irish societies observe St. Patrick's Day.

Tenth Infantry, stationed at Fort Benjamin Harrison, goes to Texas to play war game.

J. Horace McFarland, lecturing under auspices of Commercial Club, tells of municipal ugliness and its remedy.

Miss Sylvia Pankhurst, noted English suffragette, is entertained and makes address.

City Council places saloon license fee at $500; County Commissioners fix ratio of saloons at one for each 700 inhabitants.

Additional surface tracks on Merrill street defeated by south-side residents.

Mars Hill boomers continue sales campaign.

Death claims Julius C. Walk, John Furnas, John Emhardt, Maj. John B. Glover and Gideon B. Thompson, prominent Indianapolis men.

Two new vaudeville houses proposed by syndicate.

Dentists launch campaign to instruct in necessity for care of the teeth.

New Indianapolis Orchestra causes overflow attendance at Murat Theater in second concert.

Plans for three new fire houses are approved.

Fare on Indiana Union Traction cars between Indianapolis and Broad Ripple is reduced to five cents.

Washington street property sells for $8,250 a front foot, highest price in its history.

KENDALL AND THE SCHOOLS

PART II

BEING A SUGGESTION OF THE GOAL TOWARD WHICH TODAY'S EDUCATORS ARE STRIVING

WHAT would you think of a business corporation that invested almost $5,000,000 in factory buildings and equipment and then permitted them to stand idle and empty one-half of the time —year in and year out?

You needn't answer. It might be embarrassing, because that is exactly what is being done by a corporation in which you are interested — the corporation known as the city of Indianapolis.

This city owns sixty-two public school buildings, representing an investment of $4,500,000.

They are open and used just about one-half of the time—year in and year out.

The other half of the year they stand absolutely empty, and one-half of the time there is absolutely no return upon an investment of nearly $5,000,000 of the people's money.

Among those who believe this condition might be bettered is C. N. Kendall, superintendent of the Indianapolis public schools. He believes the school buildings should yield better returns to those who have invested in them.

"People are beginning to feel that the school buildings," said he, "should become social and recreation and educational centers. In other words, that each school building should be the social center of each neighborhood."

"Suppose a body of men desired to hold a meeting some evening," said Superintendent Kendall. "Suppose the citizens of a certain neighborhood desired to gather for some purpose in a hall or auditorium. Why should they be compelled to go elsewhere and pay money to obtain a hall while a school building—containing just what would serve their purpose—stood empty and dark? These people have helped to build that building and have helped to pay for it. Why should they be compelled to seek another meeting place and spend their money for it?"

It's an embarrassing question again. Who will answer it?

Superintendent Kendall has a good opinion of the schools over which he presides, but he realizes that there are other steps to be taken in the movement forward—and that of having the school buildings open more time is, he believes, one of them.

There are ways in which this could be accomplished other than by making them social and educational centers. In some districts, he believes, the buildings should be open for school purposes forty-eight weeks in each year.

This applies to the poorer districts, where the children roam the streets when school closes—districts in which they have nowhere else to go.

"Then," said Superintendent Kendall, "we shall have some day what is known as the continuation school.

"In these continuation schools, boys and girls who have been compelled to stop school in order to go to work could continue their education. These young people from the shops and factories would attend the continuation schools one-half day each week—the employer paying for their time while they were in school. He might see that it would be to his advantage, for as he increased the efficiency of his young employes, he would be gaining the benefit of that increased efficiency.

"We need more industrial training for boys and girls fourteen years old and upward—boys and girls who have left the grammar schools unfitted for useful employment. There are a great many of these young people.

"We need summer schools in the poor districts of the city—and there should be

swimming pools. Some people may not agree with this, but the swimming pool some time will be considered a part of the public school system. Louisville and Cincinnati have recently incorporated swimming pools in new buildings, and I am informed that Anderson has built a pool in its new high school building.

"We need dental inspection in the schools—just as we need medical inspection. Bad teeth have a direct effect upon any child's health and disposition, and their school work suffers in consequence.

"Their teeth should be inspected and cared for. In the cases of those who were unable to pay for this service, some organization should make the necessary provision.

"And another thing: We need school nurses in the poor districts. When we find a child now with sore throat, we send that child home. And that's about the last thing we know of the case until the child comes back—or doesn't.

"In the cases of poor children, there should be a school nurse who would go into the homes in an advisory capacity to see that the children receive proper care and attention. The obligation should not be dropped the minute a child with sore throat is weeded out of the schoolroom and sent home. Some day we will have these school nurses.

"We need—more than any other one thing—more schools of different types, to meet the needs of different classes of children.

"One of the great evils of the public school system is uniformity. There is no such thing as an 'average child.' What will suit and meet his needs will not answer at all for another. And yet we are, in general, massing them in large groups and making the same instruction fit every case from first to last.

"When I say 'we,' I do not mean the Indianapolis schools in particular. I mean that this has been the practice, generally, throughout the country. But we REALIZE the futility of the practice and we are endeavoring to get away from it. And to a certain extent we are getting away from it in Indianapolis. We are trying to get just as near to the needs of the individual child as we can.

"There are several things a school is supposed to do—and which it tries to do.

"It is supposed to teach something definite, such as spelling and arithmetic and reading.

"It is supposed to look after the character of its wards — to train them to speak the truth and obey.

"It is supposed to guard their health.

"It is supposed to take good care of them while they are on the school premises.

"It is supposed to supply paper and some of the reading matter in the elementary schools.

"It accepts and tries to meet these many responsibilities, and yet it performs a definite service of a totally different character. This is found in the fact that it takes care of 30,000 young people for five hours each day. I mean by that that it accepts the responsibility of their welfare for that length of time each day. It takes this responsibility from the mother and thus shares in the actual work of their upbringing. For five hours each day the school relieves her of the strain and effort of care and supervision

SENTENCE OBSERVATIONS

Uniformity is one of the greatest evils of the public school system.

There is no such thing as an "average" child.

More schools of different types are needed.

Industrial training should be carried forward.

School buildings should become social and educational centers of each neighborhood.

School buildings should not be closed half of each year.

Continuation schools, dental inspection, school nurses and swimming pools would be factors for good.

of her children." That this vast educational effort costs money, every one recognizes? But who knows just how much?

For example, you see a boy or girl trudging through the streets to Shortridge or Manual Training High Schools. How much does it cost the city to instruct that boy or girl that day?

Superintendent Kendall has figured it out.

The expense of teaching each pupil during the year ended June 30, 1910 was:

	Per Day.
Elementary schools	$.184
Shortridge High School	$.256
Manual Training High School	$.38

These figures are based upon the actual attendance.

Superintendent Kendall has also prepared some interesting figures on the per capita cost of instruction, offering comparison between the years 1909 and 1910.

The per capita cost for a year, based upon the total enrollment, was:

	1909.	1910.
Manual Training High School	$48.736	$46.73
Shortridge High School	43.604	42.331
Elementary schools	27.087	26.967

Based upon the average enrollment, the cost was

	1909.	1910.
Manual Training High School	$63.31	$67.133
Shortridge High School	54.635	52.91
Elementary schools	31.56	31.523

It takes constant care and attention to spend the large sum of money that is paid annually in Indianapolis for instruction —to spend it effectively and efficiently. This, with many auxiliary duties, is Superintendent Kendall's job. And, of course, he requires capable and efficient assistants. As has been said, the schools are open about 182 days in each year—and five hours each day. This makes a total of 910 school hours each year.

There are 900 teachers. So you can figure for yourself how much time and attention Superintendent Kendall can give to each one personally during a school year. Less than an hour!

In the establishment of personal supervision under this handicap, Mr. Kendall is actively supported by two assistant superintendents—Miss Nebraska Cropsey and Mr. George A. Mirick. Next in order are nineteen supervising principals, the forty-three principals and the army of teachers—900 in all.

Add to this 30,000 school children and you will have a fair idea of the educational kingdom over which Mr. Kendall rules. It is far different from the old days when the country—or district—school was supreme. Mr. Kendall knows, for he taught in them.

"In those days," said he, "little attention was paid to health. The children came to school and went home again. That was all there was to it.

"But, though we are now living in a better age, more light is needed—and it will come."

Five Cents to Broad Ripple

Broad Ripple is now 5 cents closer to Indianapolis.

Through a mutual arrangement between the town of Broad Ripple and the Indiana Union Traction Company, the former fare of 10 cents has been reduced to 5. In return the traction company is granted certain privileges in connection with the concessions at the amusement park formerly operated as White City.

The 5-cent fare will contribute largely to the upbuilding of the territory between Indianapolis and Broad Ripple, as well as in and around Broad Ripple.

NEW INDIANAPOLIS ORCHESTRA AND ITS DIRECTOR, PREPARING FOR A CONCERT

ALEXANDER ERNESTINOFF

A REHEARSAL

There is every indication that out of the many attempts to establish a permanent orchestra in Indianapolis, success has grown at last.

The new Indianapolis Orchestra has been accorded a welcome that can have but one meaning. When the public not only pats you on the back, but backs its welcome with active interest and financial support, there is surely "something doing."

This is the case of the new orchestra. Its first concert, given at the Murat Theater one Sunday afternoon, brought out 2,400 citizens of Indianapolis who were willing to pay to hear the program.

That was encouraging. But, the second concert was even better. There was not accommodation in the theater for all who applied for admission!

What the public actually wants, it will have. And it appears that it wants a permanent orchestra of the very sort it now has.

So, Indianapolis is to be congratulated, as well as Alexander Ernestinoff, director, and the members of the new orchestra. Education along musical lines is distinctly worth while, and that will be the result of this new movement.

It will prepare the general public for fuller appreciation of the work of famous visiting orchestras—in fact for the presentation of any musical work.

The beginning of the new orchestra's work has been modest, with the idea that growth should come slowly and naturally. The third and final concert for this season will be given late this month. The orchestra will then devote its attention to next winter's work.

NATION'S Y. W. C. A. COMES HERE

INDIANAPOLIS will, during this month, entertain about 1,000 women who will be delegates to the biennial convention of the Young Women's Christian Associations of the United States. Committees representing the local association have been planning for the event during several months and the women composing the committees have so performed their duties that not only the delegates but the distinguished women who will come to address the convention will go out from the city with none but good impressions of Indianapolis and her citizens.

Mrs. Charles J. Buchanan, president of the Indianapolis Y. W. C. A., is chairman of the general committee in charge of the arrangements and the following committee chairmen are actively at work with their committees: Reception committee, Mrs. C. E. Coffin; publicity, Mrs. Cora C. Barnett; entertainment, Mrs. W. T. Brown; hospitality, Mrs. John E. Hendricks; decorations, Mrs. George Hume and Mrs. A. W. Hanson; recreation, Mrs. E. E. Stacy; meeting places, Mrs. A. B. Philputt; assignments, Mrs. Franklin Lewis; trains, Miss Elizabeth Daugherty; signs, Miss Augusta Hiatt; post-office, Miss Martha Foresman; railroads, Miss Lillian Reagan; handbook, Mrs. H. C. Moore.

The convention will begin Wednesday, April 19, and closes Monday, April 24, following which there will be a four days' session of the Secretarial Association, composed of the employed officers of Y. W. C. A.'s. The sessions will be held in the First Baptist Church, and on Sunday afternoon, April 23, a public meeting will be held in Murat Temple, the speakers to be Miss Grace H. Dodge, of New York city, and the Rev. Edwin H. Hughes, of San Francisco, bishop of the Methodist Episcopal Church.

A CAMPAIGN FOR MEN

INDIANAPOLIS, ever alert to an opportunity for civic advancement, has enlisted in the Men and Religion Forward Movement, a national campaign to be conducted by the churchmen of America during the next twelve months.

Only ninety cities have been invited to participate, and Indianapolis was one of the chosen. A "committee of one hundred" has been organized to direct the local campaign and to carry it to other smaller cities around Indianapolis.

It is proposed that the men of the churches make an effort to stimulate the Christian thought, life and purposes of the men and boys of this continent, the enlarged emphasis to begin at once and reach a climax in an unusual campaign between September, 1911, and May, 1912.

The details of the plan are being considered by the committee of one hundred. The movement is not to partake of a whirlwind effect in anywise, but is contemplated as a steady, onward influence among men and boys toward cleaner and more upright lives.

"It is the purpose," says Hugh H. Hanna, member of the national committee of ninety-seven, "to have the program of Jesus Christ accepted as the program of daily life by men and boys of this generation."

At some period in the final six months, a special eight days' campaign will be conducted during which speakers of national reputation will conduct the meetings. It is confidently expected by those who have participated in the preliminary arrangements that the cities engaging actively in the movement will feel a perceptible uplift and civic betterment.

JUDGE STUBBS AND HIS SUCCESSOR

LOVED by all who knew him, George W. Stubbs, founder and judge of the Marion County Juvenile Court, is gone.

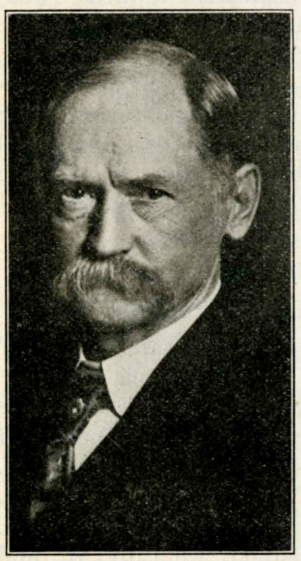
Eloquent tributes have been paid to his memory—to his worth as a man and as a judge. A memorial is now proposed in his honor, and properly.

But, no matter what its form, it will not overshadow the monument which he, himself, erected—a monument of good deeds. This is his best and most enduring memorial.

Judge Stubbs was a man who took his duties and responsibilities seriously. And there is no doubt that this was one of the direct, contributive causes to his death.

When he left his courtroom he did not shed his responsibilities and problems like an old coat. They went with him, and they bowed his head in study. As he walked the streets he was more or less preoccupied with the affairs of his court.

And so it was that, leaving the court house at the end of a day, abstracted and to some extent afflicted with a difficulty in hearing distinctly, he walked in the path of a traction car on Delaware street.



NEWTON M. TAYLOR

His death followed the next morning, and Indianapolis mourned sincerely.

Judge Stubbs' courtroom was not a place of punishment. It was a bar of justice—a place of assistance and counsel to those who needed and deserved it.

GEORGE W. STUBBS

He was an indulgent but stern father to the city's erring children. When punishment was needed, it was not withheld. But no one was ever knowingly denied the chance he deserved.

His understanding and appreciation of the problems of children made him peculiarly fitted for the work which he carried so far forward that the United States knew of it; so far forward that it was known in Europe and its methods studied.

The structure which he reared is permanent. It has resulted in infinite good in the past, and the future undoubtedly holds for it still wider influence.

The responsibility carried for so long by Judge Stubbs, now rests in the hands of Newton M. Taylor, an Indianapolis attorney, who was appointed by Governor Marshall.

Judge Taylor has qualified and is now serving. His selection met with universal approval—approval which springs from the knowledge that the public's interests have been considered and not those of an individual.

Judge Taylor realizes and appreciates the responsibility that he carries, and he is thoroughly interested in the work and is giving it the best there is in him—which undoubtedly will be sufficient.

He contemplates no radical changes in the system as it is established, but hopes

rather for an elaboration of certain features and a general enlargement of its scope.

One thing which will receive his attention immediately, is the problem of preventing boys under sixteen from smoking.

"The legislature did not pass a law," said Judge Taylor, "making it a misdemeanor for boys under sixteen to smoke, but I will do the best I can with the present law which forbids the sale of tobacco to boys under this age.

"I shall turn my own force loose on it, and I shall ask the cooperation of the police department.

"Boys are continually coming into court whose trouble, at the bottom, seems to be the habit of smoking. Drink seldom enters into the question. I am convinced that the boy under sixteen who smokes is a delinquent, and that he falls within the jurisdiction of the juvenile court. I believe the law gives me power to deal with him and I shall proceed along that line."

Judge Taylor has other ideas for increasing the effectiveness of juvenile court work, but these, he says, are not yet ready for announcement.

Another Park Property

The Ellenberger woods, which is to be used for park purposes, is now formally the property of the city of Indianapolis.

There are in the tract approximately thirty-one acres, for which the city paid $700 an acre. Five years ago, when there was a movement to purchase this property for park purposes, it could have been had at $500 an acre.

This increasing expense of purchasing property, is urged by George E. Kessler, landscape architect of the park board, as an extravagance that could be avoided in the purchase of other park and boulevard properties if the law did not restrict the city to a certain sum in any park district in a given year.

Mr. Kessler, who has been spending some time here recently in connection with the boulevard improvement work on Thirty-eighth street, argues that it would be much cheaper if the park board could buy all of the desired properties at once, instead of purchasing from year to year and paying more with every additional year.

Thirty-eighth street is to become a part of the chain of boulevards around the city, the roadway being of macadam. The street car tracks will be removed.

In formally accepting the street for boulevard purposes from Northwestern avenue to the Fair Grounds, the park commissioners changed its name to Maple Road.

Hotel School Revived

The action of the state legislature in providing for the financial future of the Technical Institute as a part of the Indianapolis public school system, has reestablished the effort to raise a fund for the erection of a hotel training school in connection with the institute.

About $152,000 of the required $175,000 had been raised when the institute was placed in the hands of a receiver, and the movement was then stopped pending the outcome of litigation. It will now go ahead, the International Stewards' Association having taken it up once more.

Eugene Girard, of Niagara Falls, chairman of the training school committee, has been in Indianapolis conferring with school officials and the Commercial Club. The club will co-operate with the stewards' association in raising the $25,000 pledged by Indianapolis.

Safe and Sane Fourth

The movement for a "safe and sane" Fourth of July in Indianapolis is receiving the attention of a special committee of the Commercial Club, composed of Sol S. Kiser, Leroy E. Snyder, Joseph A. McGowan, H. W. Tutewiler, the Rev. F. S. C. Wicks, Dr. J. N. Hurty, Edward B. Birge, C. H. Badger, Eli Lilly, Jr., and Merle N. A. Walker.

INDIANAPOLIS AND THE LEGISLATURE

WHAT THE GENERAL ASSEMBLY DID FOR THE WELFARE OF PEOPLE OF THE STATE'S CAPITAL

NEW LAWS AFFECTING TAX LEVY

Senate Bill No. 340—Reduces authorized levy for general city purposes from 90 to 75 cents on each $100. Effective March 2, under emergency clause.

Senate Bill No. 245—Amends track elevation law, increasing authorized levy from 4 to 6 cents, and repeals former section limiting expenditures to $400,000 yearly. Effective March 4.

Senate Bill No. 76—Authorizing the City of Indianapolis to accept the Technical Institute and operate it as a trade school; and authorizing a levy of 3 cents. Effective March 1.

Senate Bill No. 52—Authorizing the establishment of public playgrounds, baths and comfort stations, and ordering a levy of 1-2 cent. Effective March 4.

House Bill No. 160—Authorizing increase of levy for free kindergarten schools from 1 to 2 cents on each $100.

THE state legislature which ended its sessions early last month enacted five laws which affect the tax levy of Indianapolis.

Several other measures were passed which affect Indianapolis, exclusively, without increasing the tax levy, and there are still others of a general nature that affect Indianapolis in common with other Indiana cities and towns.

Not considered from the standpoint of dollars and cents, the laws affecting Indianapolis, exclusively, will bring several marked changes for the better.

There may be differences of opinion as to the one piece of legislation which will result most beneficially to Indianapolis, but there can be no doubt of the importance of the amendments to the track elevation law. These increased the maximum track elevation levy from 4 to 6 cents and repealed the section limiting expenditures for this purpose to $400,000 a year.

Under the terms of the law as it now stands, track elevation can proceed at once and can be pushed to completion. An adequate fund is provided and the amount of work done in any one year is limited only to man's capacity to perform it.

An emergency was declared to exist and the law became effective March 4. Already the city engineer is making plans for the work which is ahead. It means that the deadly grade crossing is to be abolished; that the Kentucky avenue viaduct will vanish; that Pogue's Run will probably become a sanitary sewer, out of sight and out of mind; that the Illinois street tunnel under the Union tracks will be abolished—and that, possibly, Indianapolis will have a new Union station.

Playgrounds—now recognized as a vital factor in education—are assured under the provisions of the new playground law. It became effective March 4 under an emergency clause, and its provision that a special levy of one-half cent shall be levied will furnish ample funds for the work next year. In the meantime, Harry D. Tutewiler, who has been named as playgrounds commissioner under the terms of the law, is preparing to start the work even this year.

Of course no money is available now, but he is accepting contributions which will enable him to get a start, and is serving without compensation.

The playgrounds law provides for the establishment by the board of health and charities in cities of the first class, of playgrounds, public baths and public comfort stations. It also authorizes their equipment and maintenance. The board of school commissioners is given authority to permit the use of school property for this purpose, and the board of health and charities power to lease or purchase other properties.

TECHNICAL INSTITUTE SAVED

Under the terms of senate bill No. 76 the life of the Technical Institute is saved and its future assured as a part of the Indianapolis public school system, providing the pending litigation be ended and certain debts paid.

The law authorizes the city of Indianapolis to accept the grounds of the institute as a gift and to operate a trade school there. A special tax levy of 3 cents is authorized for this purpose, and the law became effective March 1 under an emergency clause.

Two things must be done before the provisions of the law may be taken advantage of. The present litigation in Judge Carter's division of the Marion Superior Court must be ended, and the creditors of the institute must be paid. They have been promised a settlement at the rate of 80 cents on the dollar.

Charles A. Bookwalter is hoping that these things may be accomplished in time to clear the title to the property and permit the trustees to turn it over to the city of Indianapolis for use as a trade school during the school year beginning next September.

The free kindergarten schools received substantial aid in the increase of 1 cent in the tax levy for their benefit. They have had the benefit of a 1-cent levy. This may, in the future, be 2 cents.

The law under which the Indianapolis Park Board derives its powers was reenacted, making no appreciable change in the situation here, but establishing similar departments in other Indiana cities.

The Indianapolis school law was amended, the effect of the amendments resulting principally in an enlargement of the powers of the board of school commissioners.

The city is authorized in another law to issue and sell bonds in an amount not exceeding $125,000 for the purpose of building a public library. Another bill creates the position of police matron, and still another provides payments by the city to the Herron Art Institute for admission of school children and teachers. This amount shall not exceed $10,000 each year.

The acceptance of Dr. and Mrs. R. W. Long's gift of real estate, and the provision for an annual maintenance fund of $25,000, assure a fine new hospital in Indianapolis in connection with the Indiana University School of Medicine.

The creation of a centennial commission is also of direct interest to Indianapolis since the building, a memorial to Indiana's admission to the Union, would be erected here.

Of the five laws affecting the tax levy in Indianapolis, four brought increases and one a reduction. The latter reduces the maximum general levy for city purposes from 90 cents to 75 cents on each $100 of taxables.

THE ADDITIONS

The track elevation bill increases the city levy 2 cents—from 4 to 6 cents on each $100.

The playgrounds law provides a special levy of one-half cent, which will be added to the city levy.

The additional cent for free kindergartens and the 3-cent levy for the Technical Institute would be added to the levy for school purposes.

The general levy for city purposes for 1911 was 78½ cents, being 11½ cents

short of the maximum. Thus, even though the maximum is adopted for the 1912 levy, the present levy for general purposes must be cut 3½ cents.

Additional funds will be supplied, however, by the increase in the total net appraisement of taxable property. The 1911 levy was based on $185,714,755. It is estimated that the appraisement upon which the 1912 levy will be based, will be $225,000,000. This reappraisement is made every five years and it so happens that the 1912 levy will have the benefit of the five-year increase.

The special levies for free kindergarten schools and the Technical Institute may be added to the school levy, which is at present 60 cents. This sum includes 1 cent at present for the free kindergartens. The addition of 4 cents, including the Technical Institute levy, would make the school levy 64 cents in 1912, if the school authorities were so disposed. The maximum school levy is 67 cents.

POSSIBLE 1912 LEVY

Provided no changes were made in the levy for sinking fund, park fund, school health fund, police and firemen's pension funds, the 1912 levy for city purposes might stand as follows:

General levy	$0.75
Track elevation	.06
Sinking fund	.05
Park fund	.05
School health fund	.005
Police pension fund	.01
Firemen's pension fund	.01
Playgrounds	.005
	$0.94

The total levy for city purposes for this year was 95 cents.

The enactment of the Proctor regulative and restrictive law dealing with saloons, touches the revenues of Indianapolis directly. Acting under its provisions the city council has increased the license fee from $250 to $500; and the county commissioners have fixed the future number of saloons at one to every 700 inhabitants.

Eventually the city's revenue from this source will be slightly increased, although the immediate effect will be to increase this revenue approximately $150,000 per year.

Based upon the action of the county commissioners in fixing the maximum number of saloons at one to every 700 inhabitants, Indianapolis will eventually have, in round numbers, 400 saloons. There are now 739 licensed saloons—one for approximately every 375 inhabitants.

This reduction in the number of saloons will not, however, lessen the city's revenue from saloon licenses, because of the action of the city council in raising the license fee from $250 to $500.

Since the number of saloons is reduced only through revocations for cause, failure to renew or refusal of the commissioners to grant new licenses, it will be some time before the total is reduced to the maximum set under the new law.

This means that for the present the same number of saloons will be operated, but that they will pay double the old license fee.

At the rate of $500 each, the present 739 saloons will yield an annual revenue of $369,500, whereas in the past it has been one-half that sum, or $184,750. Until the number is gradually reduced to one to each 700 inhabitants, or about 400 saloons, the city will have the benefit of the increased revenue, amounting to approximately $150,000 per year.

For Cuban Trade

A discussion of trade conditions between the United States and Cuba was made by J. Nelson Polhamus, Cuban consul at New Orleans, at the Commercial Club, Tuesday, March 28. Mr. Polhamus came to Indianapolis as a special representative of the Cuban government, seeking to better trade conditions.

It was his idea that mutual benefit would result if American manufacturers

and producers would study the needs of the Cuban people a little more closely, and send to the island articles best adapted to use there. Better care in preparing goods for shipment, he declared, would also help trade conditions.

A list comprising the names and addresses of the principal Cuban merchants was left with President Hadley of the Commercial Club, for use by Indianapolis merchants who may be interested.

School's Dean Killed

John H. Gertler, dean of the Winona Technical Institute, was killed in an automobile accident near Noblesville, where he was driving to be the guest of relatives, Friday, March 24.

The accident and its outcome mean a severe loss to the school in which Mr. Gertler was an important factor. Coming to Indianapolis in the summer of 1905 he organized the Winona School of Pharmacy, which became affiliated with the Technical Institute. He was elevated to the position of dean in 1908.

Business Briefs

The Frederick Ostermeyer estate has sold to Mrs. Amanda M. Wasson the property at 10 West Washington street for $136,125, or $8,250 a front foot. This is said to have been the highest price ever paid for Washington street property.

George C. Webster, first president and one of the promoters of the Indianapolis and Greenfield traction line, is dead. He had resided in Indianapolis for fifty years.

The Cheltenham Press and the Ætna Press have been consolidated under the name of the Cheltenham-Ætna Press.

G. A. Showalter, formerly treasurer of Keith's Columbus (Ohio) theater has succeeded Charles G. Stevens as manager of Keith's Grand, in Indianapolis, Mr. Stevens having gone to Cincinnati as manager of the Olympic.

Work has been begun on two concrete garages at 511-515 North Capitol avenue. They will cost $40,000.

More than seven acres of buildings will be erected along the Vandalia Railroad near Kentucky avenue and Reisner street by the Smith Agricultural Chemical Company, of Columbus, Ohio. The company, which manufactures farm fertilizer, will make the Indianapolis plant one of its best.

COMING EVENTS

Women's Baptist Foreign Missionary Society of the World	**April 11-13**
Inspection Indianapolis Militia	**April 13**
Democratic National Banquet	**April 13**
Easter Sunday	**April 16**
Biennial Meeting, National Y. W. C. A.	**April 19-24**
National Convention B'rith Abraham	**May 7-10**
Indiana Funeral Directors	**May 16-18**
State Dental Association	**May 16-18**
F. and A. M. Grand Lodge	**May 23**
National Wholesale Grocers	**May 23-25**
Chicago Indiana Club Frolic	**June 23-24**
State Retail Furniture Dealers' Association	**June 25**
American Chemical Society	**June 28-July 1**

Men and Affairs

Mrs. Eva P. Hopkins will be appointed police court matron. For a year she has been maintained in the position by the Local Council of Women.

An addition to the building of the Grocers' Baking Company has been opened. The company now has 60,000 feet of floor space.

The teachers of Indianapolis are co-operating to make Arbor Day, April 29, an affair of interest and significance.

The Indianapolis Retail Food Dealers' Association has completed its organization by electing officers.

Notice of the increase of its capital stock from $1,000,000 to $2,000,000 has been filed by the Citizens' Gas Company with the secretary of state. Secretary Forrest has stated that none of the stock will be offered for sale at present, and that it will be issued in the future only as the needs of the company require it.

Fred N. Hicks, a traveling passenger agent for the Chicago, Milwaukee and St. Paul Railroad, has been promoted to the position of city passenger agent in Chicago.

The Retail Furniture Dealers' Association of Indiana will meet in Indianapolis Wednesday, June 28.

The Havens & Geddes Company has purchased the building it now occupies at 206-214 South Meridian street, from the Berkshire Life Insurance Company, for $100,000.

The seven-story building at 18-20 East Washington street has been leased from Crawford Fairbanks for twenty-five years by George J. Marott. Mr. Marott will occupy the first three floors with a shoe establishment, beginning September 1.

As a finale to their annual show, the automobile dealers of Indianapolis have effected a permanent organization bearing the name under which they have operated, "The Indianapolis Automobile Trade Association." It will be the groundwork for an automobile club. Fred I. Willis is president.

Some friends of the agitation for a city purchasing agent in Indianapolis are pointing to the saving of $5,542 effected by a purchasing agent in the recent state legislature.

The biennial convention of the B'rith Abraham, a Jewish fraternal order, will be held in Indianapolis, May 7, 8, 9 and 10.

Samuel B. Rathbone, of Indianapolis, who has been stationed at Cincinnati as chief post-office inspector, has succeeded John E. Shideler as assistant postmaster in Indianapolis.

R. F. Davidson has been elected president of the Marion Club.

The Colonial theater has passed into the hands of the Mark-Brock interests of Cleveland.

The Compeer Cigar Company has announced its intention to build an $80,000 six-story building downtown, for a general headquarters of its business. The site has not been selected.

C. A. Tevebaugh, formerly assistant secretary of the Indianapolis Y. M. C. A., has accepted a position as general secretary of the Y. M. C. A. at Chattanooga, Tenn.

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From Young & Rochester, London, Eng.
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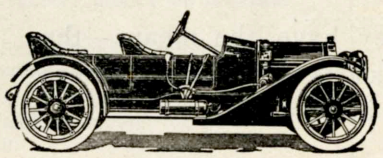
Shirt Makers, Custom Tailors
Haberdashers and Hatters
105 North Pennsylvania St.
"LET'S GET ACQUAINTED"

INTERESTED IN AUTOMOBILE?

Whether or not you intend buying this year we want you to have a copy of the Cole 30 Year Book. A publication that gives you a lot of "Cole Facts" pertaining to the

COLE 30



The Indianapolis Made Car that Makes Good

Send this coupon, telephone, or postal card—
Representative will call only on your request

Henderson Motor Sales Company
GENERAL SALES AGENTS
Capitol Ave. at Vermont St. "On Automobile Row"

DO IT NOW
Henderson
Motor Sales Co.
Send Cole 30 Year
Book describing an
Indianapolis Made Car.
Shall representative call?

Sign name and address in margin

Congratulations

The business men of Indianapolis whose advertisements appear in FORWARD! are to be congratulated.

They are not only helping their own business but, at the same time they are boosting Indianapolis.

Their money is a business investment, and it likewise aids in keeping FORWARD! in the thick of battle for their city.

FORWARD! is read by 10,000 of the city's business and professional men. They are the men who do things. They can afford to buy what you have to sell.

They have the means—the judicious advertiser supplies the inclination.

May we send you a rate card?

Forward Magazine

Commercial Club
Indianapolis

Announcement has been made that the output of the Marion Motor Car Company is to be doubled.

A new automobile ambulance has been delivered to the City Hospital and has been placed in service.

Preliminary steps toward the organization of local branches of the Indiana State Civic Union have been taken here. It seeks to improve moral, civic and social conditions.

A new hotel at 131-139 East Court street is announced, to cost $25,000. It will be built by W. M. Jillson for Miss J. L. Clippinger, formerly of Indianapolis.

Options on two downtown sites have been obtained by representatives of a vaudeville syndicate in Illinois, which contemplates erecting two popular priced vaudeville houses in Indianapolis.

Plans for a new school building at Thirteenth street and Ashland avenue, as well as for a branch library in Spades Place, have been approved by the board of school commissioners.

Miss Violet Barbour has been awarded, a year's traveling scholarship by Wellesly College. The competition was among women graduates of colleges who have done a year's post-graduate work.

A three-story brick hotel, to cost $20,000 will be erected at 530-532 Massachusetts avenue.

Christian F. Martens
VOICE CULTURE ARTISTIC SINGING
Studio: College of Musical Art
824 North Pennsylvania Street
Phones: New, 2113; Old, Main 2626

Fred A. Gregory, President Fred G. Appel
John J. Appel, Vice-President Frank A. Gregory
Albert J. Hueber, Secretary-Treasurer
Gregory & Appel
(INCORPORATED)
Insurance, Real Estate, Loans, Rents
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Wegman Pianos
Improved Tuning Pin Block. High Grade. Call and SEE THEM
CARLIN & LENNOX
5 to 9 East Market Street

Indiana Union Traction Company
The Electric Gateway
To Warsaw, Goshen, South Bend and Ft. Wayne and all points in Northern Indiana and Ohio. Fastest and Best Service for Passenger, Freight or Express.

Dr. J. J. Kyle, president, has announced that the sixteenth annual meeting of the American Academy of Ophthalmology and Oto-Latynxology will be held in Indianapolis, September 25, 26 and 27. There are about 600 members of the academy.

A bronze bust of Robert Dale Owen was unveiled at the State House March 2. It was presented by the women of Indiana and is the work of Miss Frances Goodwin, of Indianapolis.

Beech Grove is now connected with Indianapolis by trolley. The new Beech Grove line is operating cars every hour from the corner of Washington and Illinois streets.

A statement made by the controller of the currency at Washington shows a healthy growth in the national banks of Indianapolis. In March, 1911, the individual deposits were $20,663,360.99; the loans and discounts $28,469,336.38 and the total resources $55,844,419.45. These items, in the same order, for 1910, were $19,791,336.60, $26,681,773.91 and $54,782,468.48.

J. W. Thompson has gone to Washington to serve as law examiner for the Bureau of Mines. He is widely known here through his Sunday-school work.

The campaign of the Indiana Democratic Club to raise $70,000 for a club home has been successful. The Wetzel property on East Vermont street has been chosen.

RENT DAY AGAIN!

MOST MEN meet it with a groan because it means money spent—*not* invested.

EVERY MAN likes to put money in the bank. It's an investment.

WHY NOT make your *home* your *bank?*

I WILL build you a home—you pay for it like rent. Rent day then will mean a deposit to *your* credit in *your* bank.

E. E. SHELTON

2817 Clifton St. New 151 Clifton Old 1866 North

THE MAN WITH A MISSION

Partnership and Corporation Life Insurance

Thousands of businesses have been crippled and many bankrupted by the death of one of the firm. Brains are the most valuable asset of any business, and frequently the last to be insured. What would your widow get from your business if you should die tonight? I make a specialty of "Joint Life" Partnership insurance, covering two or three persons under one policy. Cost and particulars mailed free.

WM. A. HUNGERFORD

BEST LIFE, ACCIDENT AND LIABILITY INSURANCE

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Phones: New 2988; Old, Main 2282

Personalized Banking

Any financial institution can receive money on deposits and pay checks.

All banks do not give a definite, personal service to each customer covering his actual business needs.

This bank is not too large or too unmindful of what Banking Service means to overlook or neglect the personal interests of its smallest depositor.

If you believe that you should have something more than your present connection affords, we would like to talk with you.

The Continental National Bank

On Meridian Street

Between the Monument and Washington Street

The Naval Club of Indiana has been formed in Indianapolis with Rear Admiral George Brown as honorary president.

The local council of Boy Scouts has elected John Melpolder as scout commissioner.

The plans for three new fire stations have been approved by the Board of Public Safety. One will be built on Kentucky avenue, one at South and New Jersey streets and another at Central avenue and Thirty-eighth street.

Roy H. Jarrett has become assistant general salesmanager of the Multigraph Sales Company at Cleveland. For eight years he has been manager of the Indianapolis office of the Smith-Premier Typewriter Sales Company.

Commercial Club Members

The following have been elected to membership in the Commercial Club:

Carl Bernhardt, 123 East Ohio street.
W. A. Hamilton, 1015 Southheastern avenue.
H. H. Myers, 603 Indiana Trust building.
Harry E. Royse, 301 Newton Claypool building.
George A. Sigler, 347 Newton Claypool building.
C. B. Williamson, 43 South Meridian street.
J. W. Gardner, Reynolds, Ind.
Francis W. Barlet, 521 East Washington street.
Dr. Moses Thorner, 234 Indiana Pythian building.
Dr. Carl G. Winter, 14 West Ohio street.
Lynn O. Knowlton, 1139 Indiana Pythian building.
R. L. Cook, 210 Board of Trade building.
H. P. Bartlett, 909 State Life building.
C. A. Woods, 710 State Life building.
Joseph R. Morgan, 35 Lombard building.
Adolph Seidensticker, 29 South Delaware street.
A. C. Dunn, 718 State Life building.

NOT AN AUDIT COMPANY

Personal Attention Given to All Engagements

CONSULTING ACCOUNTANT AND AUDITOR
Office in Indianapolis for past eleven years

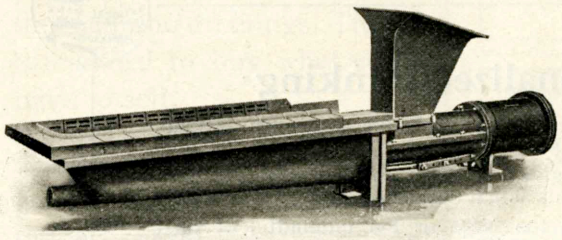
Removed to
816 State Life Bldg.
Telephones 2860 and 9523-R-New

EASTER FLOWERS

We can SUPPLY YOUR DEMAND for EASTER FLOWERS. Our specialty is FRESH CUT FLOWERS RIGHT FROM THE PLANT TO YOU. CALL US UP. PROMPT DELIVERY.

E. A. Nelson, Florist, 3501-7 North Senate Avenue
Phone, Old, North 921 Phone, New 6993

Abate Smoke *The* Jones Stoker Way



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The Cheapest Bituminous Slack Burned

Smokelessly & With Economy

IN YOUR OWN CITY

Ask	Ask	Ask
Van Camp Packing Company	Indianapolis Grand Laundry	Y. M. C. A. Building
Progress Laundry	National Biscuit Company	Nicholas-Krull-Daggett Factory
The Waverley Company	Schnull & Company	Paul H. Krauss Laundry

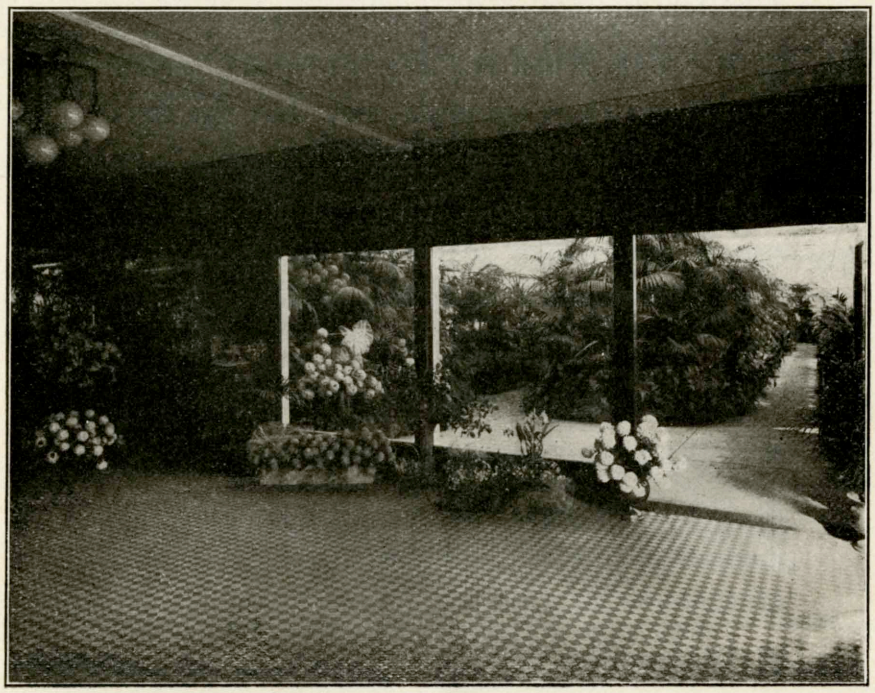
The Under-Feed Stoker Co. of America
MARQUETTE BUILDING : CHICAGO

The Day of Flowers

EASTER SUNDAY, marking the real beginning of Spring, should be fittingly observed by sending nature's best messengers of sentiment—Flowers.

The front cover of this magazine shows just a few blossoms of A. Wiegand & Sons' gorgeous Easter display. Flowers, Spring, Sunshine, Joy, all are part of the Easter Spirit. Flowers more than anything else are expressive of happiness, brightness and cheerfulness, so what could be more appropriate for

Easter Greetings ?



Interior View of A. Wiegand & Sons' Conservatory

Never before have our conservatories been so thoroughly filled with such a gorgeous and rare profusion of blossoms at Easter time. Each bloom and flowering plant is as perfect as skillful attention and ideal conditions can produce.

You are cordially invited to attend our Easter display and feast your eyes on the beauties of nature. The best that money can buy at reasonable prices.

A. Wiegand & Sons, Florists

1610 to 1620 North Illinois Street

Are You Just One Man or Are You 2000?

¶ One man's efforts when bent in the right direction are wholly commendable, although definitely limited in their efficiency.

¶ It is only when the efforts of many men are combined to one common end, that the maximum of efficiency is reached.

¶ The Commercial Club of Indianapolis represents 2,000 men striving as one for the welfare and prosperity of Indianapolis.

¶ Think of the power, force and influence of such organization! It is irresistable!

¶ Why be just *one* man?

¶ Why not have the weight, power and influence of 2,000 by joining with them in their movements for a bigger and better Indianapolis?

¶ Why not?

¶ You'd be welcomed as a member.

The Commercial Club of Indianapolis

Telepost Co.

THE ORIGINATOR OF THE DAY AND NIGHT LETTERS

Gives 25 word telegrams for 25 cents, messenger delivery.

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5 cents for each additional 10 words or fraction thereof.

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Punctuation marks transmitted free.

For other information call Main 6906 or New 3219.

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Capital, $600,000—Profits, $600,000

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INDIANAPOLIS, INDIANA

Issues all kinds of Court, Contract and Fidelity Bonds, also Personal Accident, Bank Burglary and Plate Glass Insurance

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John F. Kurfiss, *Auditor*

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Dentist

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Indianapolis

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CONCRETE ARCHITECTURAL STEEL

HUGH J. BAKER

Consulting Engineer

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What Business Man Can Afford to Begin His Day's Business Ignorant of What has Happened Over Night?

News Events Affect Every Line of Human Endeavor

The Man Who Is Informed Is Best Prepared to Guard & Forward His Own Interests

The News of the World is Presented Fully and Accurately Every Morning, Just When He Needs it—in the

Indianapolis Star

The Best of Rooms

The

Hotel Kingston

AND THE

Hiawatha Cafe

The Best of Food

MRS. A. J. TRON 35 Monument Place

¶ The fatted calf is eating his head off in many an Indianapolis business establishment while the prodigal buyer accepts the husks in another market.

¶ He may have heard of the calf, but perhaps his active interest would be aroused if he were told how fat it is. Or mayhap he needs to be convinced that it is he whom the feast awaits.

¶ These prodigals may be hungry, but no formal, cold invitation will bring them. One striking letter may bring an answer or a whole series may be required. But if the right things are said in the right way and they are said persistently--then it will be a sorry day for the calf.

¶ The whole transaction hinges on the way the things are said and when--that is an art that experience has taught Merle Sidener, Publicity Counsel, with offices at 526 Board of Trade Building. Any concern with the calf will do well to ask him to write to the prodigals.

FORWARD

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The *Overland* Car

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VOLUME IV MAY 1911 NUMBER 4

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FORWARD!

THE MAGAZINE FOR INDIANAPOLIS

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PUBLISHED BY THE COMMERCIAL CLUB OF INDIANAPOLIS

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Some one asks: "What is 'publicity counsel'?"

It it a new professional service, based upon the newspaper man's intimate knowledge of the public and what the public wants.

In serving our clients, we are applying long experience as newspaper editors and writers to commercial publicity problems.

That's it. We do not ask you to bring us a publicity plan for execution—although we certainly would not refuse to execute it. But our service is broader than that. We're looking for publicity PROBLEMS.

The business man, with a legal problem, expects his attorney to plan and execute, counsel and advise.

So does the publicity practitioner PLAN and EXECUTE, COUNSEL and ADVISE when he encounters a publicity problem.

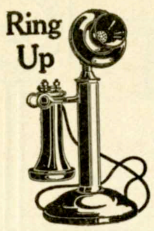
And, in publicity matters—or business exploitation—there is a well-defined code of law.

Thus it is the business of the publicity practitioner to win at the Court of Public Opinion a verdict for the plaintiff in the case of Seller vs. Buyer.

This, then, is our service in general. It covers a wide field—ranging from an educational campaign to a booklet or a business-getting form letter.

Merle Sidener
Guernsey Van Riper
Publicity Counsel
Number 526 Board of Trade Building
Central Union Phone, Main 5440

I SAW IT IN FORWARD!



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THE NEW CITY HALL

IS to be furnished throughout with

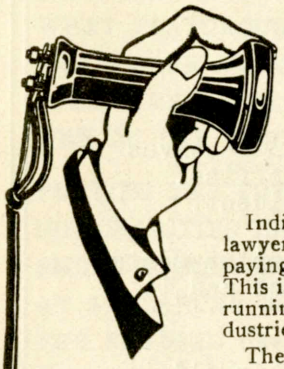
BERGER STEEL FURNITURE

SOLD in Indianapolis exclusively by

THE ROUGH NOTES COMPANY

Location, 220-222 East Ohio Street

LET US make an estimate on your requirements



The Ultimate Consumer

(THIS MEANS YOU)

Pays the Whole Telephone Bill

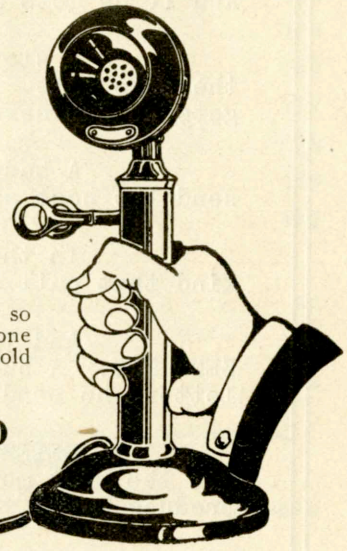
Indianapolis merchants, doctors, lawyers and manufacturers are now paying $9.00 per month for telephones. This is one of the items of expense in running their various business, industries and professions.

The consumers have to pay all the expenses of the merchant, banker, physician, attorney, or producer they do business with.

If these parties pay exhorbitant prices for telephone service it is your loss and not theirs.

If you have no telephone it's all the same. The merchant doesn't discriminate.

The total telephone burden of Indianapolis was never so heavy as now, and it all falls on the consumer, not of telephone service, necessarily, but of every service and commodity sold here.



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PHONE, OLD, MAIN 1334 PHONE, NEW 1515

FRED M. MEIERE COMPANY

CIRCULAR LETTER SPECIALISTS
AND EXPERT PRINTERS

INDIANAPOLIS

Mr. Seeking Business,
Indianapolis.

Dear Sir:-

A slovenly dressed salesman receives scant attention in a business man's office. And if he gets an order, it's an accident.

A slovenly dressed sales letter meets the same fate. It commands no respect and it gets no business.

A business man owes it to himself to send the best sales letters money will buy.

In the first place they are the only kind that pull orders.

And in the second place, they REPRESENT HIM. A business man is judged by the letters he sends.

MEIERE typewritten circular letters are the best money can buy--or experience can produce.

And the cost does not exceed that of many inferior letters. It will be worth your while to let me show you a MEIERE letter.

Yours very truly,

Fred M. Meiere

FORWARD!

The Magazine for Indianapolis

Vol. IV MAY, 1911 No. 4

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FORWARD! is published on the tenth of each month, which is Indianapolis Day, by the Commercial Club of Indianapolis, under the supervision of the FORWARD! COMMITTEE—Cassius C. Hadley, Winfield Miller, Walton L. Dynes, John E. Hollett and R. G. McClure

FORWARD! is read by 10,000 business and professional men of Indianapolis
Advertising rates furnished upon application. Address FORWARD! 526 Board of Trade Bld'g, Indianapolis
This magazine is printed by the Hollenbeck Press

What's In a Name?

The name "Laycock" means *quality*. When you find it on brass or steel beds, steel couches, springs, etc., it carries with it the same meaning of "Sterling" on silver. We guarantee the quality of our product.

The T. B. Laycock Manufacturing Company
INDIANAPOLIS, U. S. A.

I SAW IT IN FORWARD!

Farewell

THE Board of Directors of the Commercial Club have decided to discontinue the publication of this magazine with this issue. This course was determined upon after careful investigation and deliberation.

This action is not based upon any fault or defect in the publication, as the magazine has been attractive and meritorious. But it is found that it cannot be successfully continued and kept up to its present standard without a considerably larger expenditure of money, which a majority of the board have decided would not be justified.

It was believed at the time the magazine was started, with a circulation of ten thousand copies, that it would attract from our retail merchants and other business men an advertising patronage that would largely assist in defraying the expenses of publication, but we regret to state the results expected from that source have not been realized.

To those business men who *have* given loyal support in the magazine's advertising pages, the Club extends its thanks, with the firm belief that such money was well invested from every possible view-point.

The matter of publicity of our ideas and work is a perplexing one. That we must have publicity, and of the most efficient kind obtainable with our limited resources, we think will be conceded. The Board of Directors are endeavoring to work out a system for this important work. Meanwhile the Club will have no official organ, a condition to be regretted, and we hope in time remedied.

FORWARD! has been a great credit to the Club, and has done much to further its work. It is due Messrs. Merle Sidener and Guernsey Van Riper, who have had charge of its management and publication, to say that they have labored hard, earnestly and intelligently for fifteen months, for substantially no compensation, to make the magazine a success, and it is through no fault of theirs that its discontinuance is now thought advisable. The thanks of the Club is due them for their efforts.

THE COMMERCIAL CLUB OF INDIANAPOLIS,
CASSIUS C. HADLEY, President.

FORWARD!

THE MAGAZINE FOR INDIANAPOLIS

GUERNSEY VAN RIPER, Editor MERLE SIDENER, Manager

VOLUME IV MAY 1911 NUMBER 4

WHAT PLAYGROUNDS WILL DO

BY

H. D. TUTEWILER

Commissioner of Playgrounds for Indianapolis

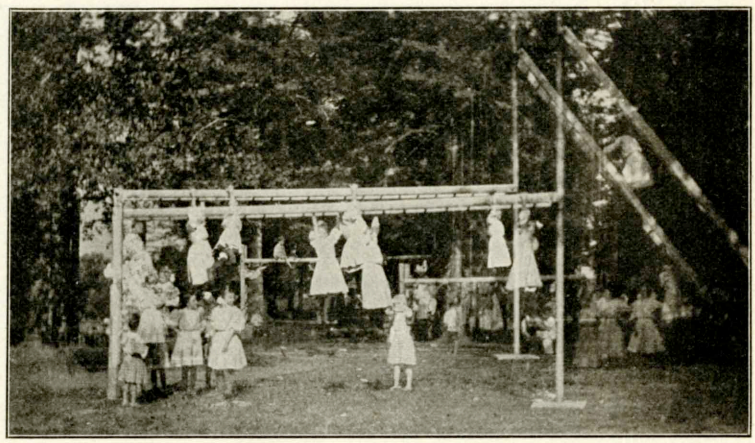
THOSE who have heard Jacob Riis lecture on the slum, Dr. Hurty on tuberculosis, Representative Keegan on Child Labor have heard some of the reasons why playgrounds are necessary. And if further evidence is needed, just visit our jails, penitentiaries, juvenile courts, hospitals, homes for delinquents, feeble-minded and insane, and the answer is plain.

Playgrounds solve the slum problem by furnishing open spaces in congested districts and letting in the light. The experience of Chicago and New York proves this. Playgrounds teach children how to breathe properly and furnish fresh air, and have been the greatest known factor in the prevention of tuberculosis. Child labor weakens physically, dwarfs mentally, and perverts morally, while the playground strengthens the body, develops the mind, and teaches morality. The first step taken in institutions with children who are stunted morally, mentally, and physically is to teach them how to play, and recreation is the most effective treatment for insanity.

The mental and physical are so closely united that it is conceded that what benefits one benefits both. The authorities upon mental diseases so acknowledge this that they treat the mind by building up the body. The physical benefits are so apparent that it is hardly necessary to discuss them. Doctors all admit that the only cure for dyspepsia and tuberculosis and many other ills lies in fresh air and exercise, but the greatest benefit, and one that until lately has been overlooked, is the great moral influence. Play is a God-given instinct; it is the way the child develops; it is the child's world. During his life he meets all the moral problems, and he should be fitted to cope with them when he enters the grown people's world. Let him have this preparatory world and then he meets them in a

way that he can understand. Do not take a poor little helpless child and force him to live the life of the grown-up. No wonder the very highest and best in him becomes perverted, for we know that evil is only misdirected good. Is it any wonder that the child ruthlessly thrust into an unknown man-made world becomes a criminal?

What are some of the causes of delinquency, misdirected energy, curiosity, and ambition, which lead to evil association, bad habits, low dance halls, improper picture shows, and immorality? Our jails are schools for crime. The penitentiary completes the higher education, but energy, curiosity, and ambition are all good qualities when rightly used. Curiosity stimulates the brain, produces scientists, inventors and great minds. Ambition creates ideals, and as high ideals are necessary for the accomplishment of good work in the world they are also necessary in the play world. I once asked three little girls what they were playing; one said she chose to be mama, because mama was so good and kind; another papa, because he brought them presents, and played with them—he was her ideal; the other said she wanted to be God because he was the "boss of all." It was her ambition to be the highest she knew.



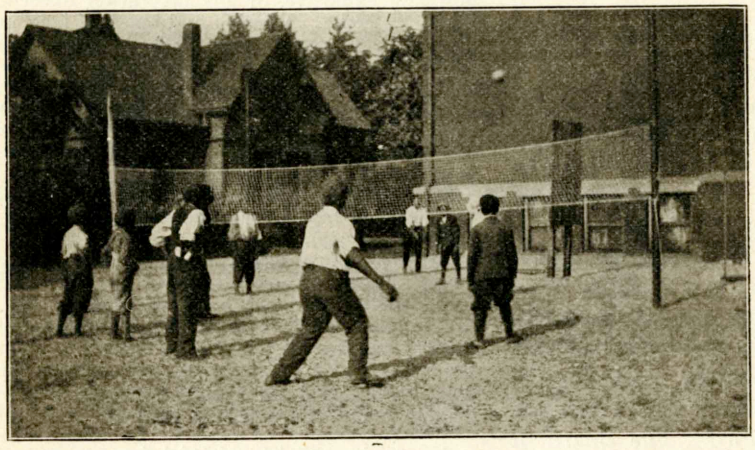
Statistics prove play properly directed lessens juvenile crime. Juvenile crime is the result of misused energy. The gang leader would not be a leader if he were not the superior of his fellows. A few days ago a man in this state held up and robbed a train alone and single handed. If he had been properly trained, he would have been a power for good.

The playground teaches fair play, self-control, independence, perseverance, obedience, honesty, loyalty, justice and truth. It is there they receive their first lesson in citizenship, learn to respect the rights of others, and do their part in their little world. It is there the foundation for character is laid that will fit them for the battle of life. A little friend of mine was given a sack of marbles for a birthday gift, the first day he lost them all playing for "keeps"—met his first business reverse. His grandma insisted on going out and making the bad boys give them back, but he said, "No, Grandma, don't you do it; I lost them fair; I wouldn't give their marbles back if I had won them."

Children not only need a place to play, but something to play with. It is remarkable how much pleasure they can get out of a sand pile. It is there the tiny tads build a Mars Hill in a day, palatial residences, and elaborate park systems, or rear mountains, where they mine untold wealth. It is there imagination finds expression. The most popular apparatus are the rings and swings, giant strides and teeter-totters. No playground is complete without horizontal and parallel bars and ladders.

And we must not forget the old "Flying Dutchman," the grandfather of the merry-go-round or carousal, ærial swings, and razzle-dazzle, so common to the

amusement parks of the world. Every playground should have a leader. This leader should understand the spirit of play as well as its value. He should possess a sense of justice, broad vision and self-control, and that important qualification of being able to become one of the crowd. It is not an entertainer the playground needs. That would make them dependent and check inventiveness and originality. The leader should eliminate the bad from what the children choose and lead them gently to other things. The most popular games are circle games, because they promote sociability. Children also like games where



all can take part. Adequate supervision is so important that state normal schools are providing special courses for training playground workers.

The playground movement in America has grown and expanded until it covers the field of recreation for adults as well as children. It is the desire for material rather than spiritual benefit that has filled the membership of the Y. M. C. A., Y. W. C. A. and like institutions. It is nature craving recreation. The churches, secret societies, and clubs can not exist without it. Even commercialism has taken cognizance of the importance of play. In one of the recent magazine articles is the report of an expert on industrial efficiency, which shows by furnishing wholesome food, free baths, and providing twenty-seven hours of recreation for every one hundred hours of labor he increased the output of a factory employing three thousand men over 60 per cent. The state legislature of 1911 passed a law providing for the establishment, maintenance, and equipment of public playgrounds, baths and comfort stations, under the supervision of the city board of health, and creating a recreation fund that will amount to about $10,000 a year. There is no money available, however, under this law until 1912.

We have just reached the sand-pile stage, and, like the child, as we have no money at present, we will have to use our imagination. Fancy a system of ideal playgrounds, each of them surrounded by a hedge of plants and shrubs, a field house that could be used for public gatherings, a municipal dance hall, a social settlement where boys' clubs and girls' industrial schools can be established; kindergartens for the little folks, with wading pools and sand gardens, swimming pools for boys and girls, indoor and outdoor gymnasiums, and at least one athletic field (we could use one next Fourth of July) with a good baseball diamond, a running track and a grandstand complete with dressing rooms, etc., one that would attract contests between our state colleges, and, in the winter, when too cold to play, be flooded and used for skating!

Our ideal may not be so far off. There has been good work done in Indianapolis in many different lines and more will be done in the future. Let us hope that no one will ever again send in for Indianapolis the slogan, "The City Without a Playground."

FOR A SAFE AND SANE FOURTH

THE movement for a "safe and sane" Fourth of July in Indianapolis has met with a reception which seems to assure its success.

Under the direction of the Civic Improvement Commission of the Commercial Club, the movement is being carried forward systematically and carefully. There is no desire to curtail in any unreasonable way a partiotic observance of the day. The commission, and those who are working with it, hope only to eliminate needless injury and destruction of property.

One new and valuable feature of the celebration will be a parade in which a number of historical floats will be exhibited. Mothers' clubs are being formed in the city's schools, and under the direction of these clubs the school children will aid in arranging the floats.

Chief among the measures for a safe observance of the day is a new city ordinance restricting the use of fireworks and explosives. This ordinance has been prepared by a committee consisting of James Bingham, Harry D. Tutewiler and W. A. Hungerford. The Board of Safety will pass on the ordinance before it is introduced into the council, where, if passed, it will take the place of the three present ordinances on the same subject. This proposed ordinance as it stands now, follows:

General Ordinance No. ....., 1911. An ordinance prohibiting the use of fire works and other explosives in the city of Indianapolis, Indiana, on days other than the Fourth of July without permit, regulating sales of fireworks, and regulating the use thereof on the fourth day of July in said city, and fixing the penalty for the violation of such ordinance and the time when same shall take effect, and repealing all ordinances in conflict therewith and relating thereto.

Section 1. Be it ordained by the common council of the city of Indianapolis, Indiana, that no person shall at any time, except on the fourth day of July of each year, between the hours of four o'clock in the morning and twelve o'clock at midnight of said day, discharge or set off anywhere within said city, fireworks of any nature or description without first having procured a permit therefor from the board of public safety of said city.

Sec. 2. That it shall be unlawful for any person at any time to discharge, set off or explode any firearms or fireworks of any kind or character within that section of the city of Indianapolis, Indiana, bounded on the north by New York street, on the east by Noble street, on the south by South street, and on the west by West street.

Sec. 3. It shall be unlawful for any person at any time to discharge or set off anywhere within the city of Indianapolis, Indiana, or have in his possesson for such purpose, any pistol, toy gun, toy cannon, or blank cartridge containing black gunpowder or other more powerful explosive, or any firecracker exceeding three inches in length and one-half inch in diameter, or torpedo exceeding three-quarters of an inch in diameter, or any device for discharging or exploding blank cartridges, or to discharge or set off, or have in his possession therefor, firecrackers of any size, or fireworks of any kind which contain any explosive more powerful than black gunpowder.

Sec. 4. It shall be unlawful for any person to place any topedo or explosive powder containing potassium chlorate or other highly explosive substance upon the rail or rails of any street railway, or steam railroad in the city of Indianapolis; provided, however, nothing herein contained shall be construed as prohibiting railway employes from placing torpedoes upon the rails of such railways and railroads for the purpose of giving signals and warnings in connection with the business of such railways and railroads.

Sec. 5. It shall be unlawful for any person to set off, or explode any dynamite or other nitro-explosive compound within one thousand feet of any dwelling, store room or other building in the city of Indianapolis, without first having secured a permit therefor from the board of public safety of said city.

Sec. 6. It shall be unlawful for any corporation, concern, firm or individual in the city of Indianapolis to knowingly sell for use in said city for any purpose prohibited by this ordinance, any fireworks of a character, the use of which is prohibited by the terms of this ordinance.

Sec. 7. Any person violating any of the provisions of this ordinance shall be fined in the penal sum of not less than $5 nor more than $200 for each offense.

Sec. 8. This ordinance shall be effective from and after its passage and publication once each week for two consecutive weeks in the .... a ..... published in the English language in Indianapolis, Indiana.

Sec. 9. All ordinances and parts of ordinances conflicting herewith, or relating to the

Continued on page 121.

APRIL EVENTS IN INDIANAPOLIS

City council passes ordinance creating position of police court matron, over Mayor Shank's veto.

Death claims Alfred Burdsal, Dr. Theodore Wagner and Ford Woods.

Northern Indiana Teachers' Association addressed by S. S. McClure, A. Radclyffe Dugmore and other noted speakers.

Woodrow Wilson, governor of New Jersey, and other leaders attend Democratic "achievement banquet" in Indianapolis.

Public School No. 9 named in honor of the late Clemens Vonnegut.

Mars Hill campaign closes with more than $2,000,000 sales reported; special committee appointed to choose plan for completing success of campaign.

Movement for "safe and sane" Fourth started by Civic Improvement Commission of the Commercial club.

New St. Paul M. E. church dedicated in services lasting one week.

Men of Hillside Christian church erect tabernacle in one day.

Helen Gould, of New York, attends world's convention of the Young Women's Christian Association here.

City board of health suggests civics subjects for study in schools.

Indianapolis teachers ask that cheap theaters be restricted.

New $100,000 addition to Methodist Episcopal hospital announced.

Milk dealers agree to aid city board of health in enforcing law regarding pure milk.

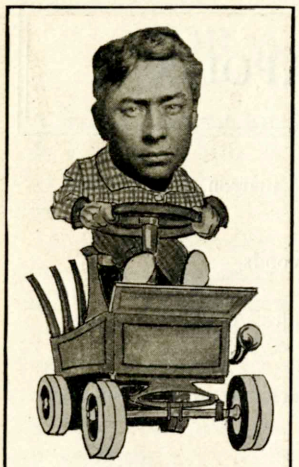
Childrens' Aid Association announces plan to increase milk station from five to six this summer and expects to provide milk for 500 babies.

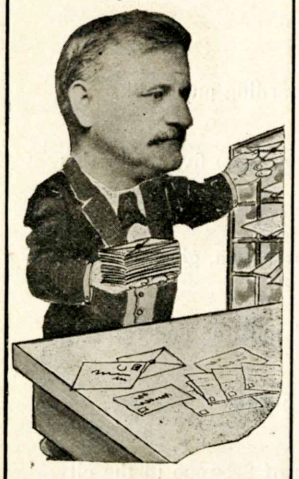
Sheffield Choir, of England, assisted by Cincinnati Symphony Orchestra, gives two-day music festival.

Board of works says all public service wires in the "mile square" must go underground.

Dr. T. Victor Keene succeeds Dr. Paul Martin on city board of health.

Alfred Burdsal, in his will, leaves practically his whole fortune of $700,000 to the city of Indianapolis, dividing it between the park and health boards.





MEN OF THE MONTH

Will H. Brown has been promoted from vice-president to president, and just by the way, he has changed companies. When he resigned as vice-president, treasurer and general manager of the Willys-Overland Company there was some apprehension that he might be induced to find another city in which to expend his energies. Therefore, the announcement of his election to the presidency of the Mais Motor Truck Company, a new Indianapolis institution, has been received with pleasure. Indianapolis needs men like Will Brown and it is hoped that Will Brown will need Indianapolis for many years to come. Here's luck!

The truth of the saying that everything comes to the man who waits, seems to be proved in the case of Edward H. Schmidt, who has been appointed United States marshal for Indiana, by President Taft. It appears that Mr. Schmidt has for several years devoted most of his time to stepping aside in order to let some friend have a clear field in races for political and other honors. Five times he has declined the presidency of the Marion Club to make way for friends. When the leaders of his party were having difficulty in agreeing on a man for marshal, the man who has "always stepped aside" was remembered—and was honored.

Samuel B. Rathbone has "come back." Although Indianapolis is his home he has, for years, been an exile in Cincinnati—have you ever been there? Mr. Rathbone served Uncle Sam as chief postoffice inspector, with headquarters in Cincinnati. Occasionally he dashed home, but the trips were just enough to whet his appetite for real and permanent residence in the Hoosier capital. Then came a vacancy in the Indianapolis postoffice—that of assistant postmaster, and Uncle Sam's eyes turned to Mr. Rathbone 'way off there in Cincinnati. The appointment was made and Mr. Rathbone has now forsaken Ohio.

MEN OF THE MONTH

Theodore Stempfel is the new president of the North American Gymnastic Union, succeeding the late Prof. Robert Nix. This society stands for the harmonious education of body and mind, and, although its work is not generally known, it is one of the big factors in American education. It is a German institution, and, among this people especially, it is doing wonderful things in carrying out the purposes for which it was organized more than sixty years ago. Indianapolis has not only the headquarters of the national organization, but is represented in the Union by the Normal College, which has its home in the German House.

Here's Nelson A. Gladding, equipped for commercial battle in the American Supply and Machinery Manufacturers' Association. Mr. Gladding is vice-president and secretary of E. C. Atkins & Co.—and then some. He has just been elected first vice-president of the above named supply and machinery association. It happened at Louisville where recently a convention of the association was held. Knowledge of Mr. Gladding's high business qualifications and his pleasant personality seems to be not confined to Indianapolis. Qualifications always speak for themselves, and personality is merely a matter of radiation.

After having successfully furthered the interests of the Bell Telephone Company in Indiana for eight years, L. G. Richardson has found four other states dumped on his desk. The recent announcement of the organization of a central administrative office at Chicago for the affairs of the Bell in Indiana, Illinois, Ohio, Wisconsin and Michigan, carried with it the information that Mr. Richardson would go from Indianapolis to Chicago to become general counsel for the central organization. Mr. Richardson has been president of the Central Union in Indiana for eight years and helped materialize the fine telephone building.

PUTTING THE TOWN ON THE MAP

HOW THE INDIANAPOLIS PARKWAY SYSTEM LITERALLY IS UNFOLDING BEFORE THE EYES OF A CITY'S PEOPLE

YOU have met the man on the street who stops you on the corner, buttonholes you and holds you for ten minutes to tell you of the latest thing which, in his estimation, will "put this town on the map."

But with the passing of winter, and the opportunity which spring has afforded of getting around the town, many citizens have seen enough of the work being done by the Board of Park Commissioners to feel that the proposed parkway system of that Board will do as much to "put this town on the map" as any other one thing. The work has made sufficient progress in the last two years to serve as a promise of the work to come. Gradually it is beginning to dawn upon the city that it has embarked upon an undertaking of larger dimensions than was first realized, and of much more importance than could before be appreciated.

Much work has already been done along Fall Creek, with much more in sight. Work is about ready to start on the improvement of the Thirty-eighth street boulevard, now known as Maple road from Capitol avenue west to Northwestern avenue. This is in the North Park District.

THE EAST PARK DISTRICT

In the East Park District, Ellenberger Woods, one of the most beautful bits of natural forest in Marion County, has been acquired, and ground has been purchased in two sections along Pogues Run that make the beginning of a parkway that will eventually connect Brookside Park with Spades Place, and then carry this park down toward the heart of the city along both banks of Pogues Run, at least as far as through the Technical Institute grounds.

In the South Park District, the Board of Park Commissioners is now acquiring ground along both banks of Pleasant Run, between Shelby street and Beecher street, the completion of which will give a parkway and drive all the way from Shelby street, where it crosses Pleasant Run, into Garfield Park.

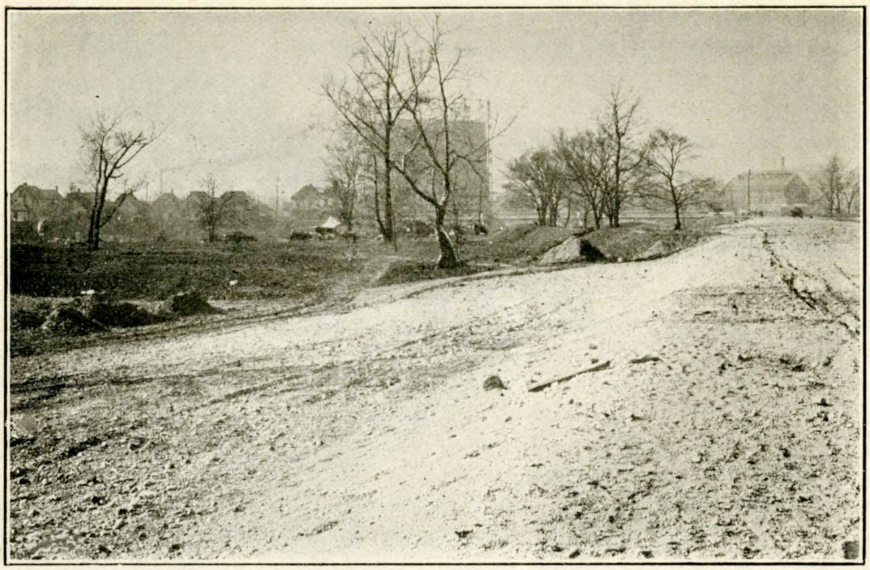
In the West District, the city will this year acquire between twenty and thirty acres of ground lying along the south bank of Fall Creek, west of Indiana avenue, and along the east bank of White River, extending from Tenth street to Michigan street.

A NEW IMPROVEMENT

A bare statement of these facts does not tell much. It is difficult for those who have not seen something of the parkway work already done to appreciate the new kind of improvement that is being made, and how greatly it will change the character of large sections in all parts of the city. The work is quite different from that done some years ago along the south bank of Fall Creek, between Capitol and Central avenues.

The new kind of improvement is perhaps best illustrated by the work already done along the north bank of Fall Creek, east of Northwestern avenue. One does not think of applying the term "boulevard" to this work when it is actually seen. The boulevard, so-called, which the members of the Board of Park Commissioners insist is essentially no more than a park drive, does not dominate the improvement in any way.

Standing at the north end of the Northwestern avenue bridge, and looking east, one is impressed by the broad expanse of beautiful park ground, the inviting water surface created by the new dam across Fall Creek, and the promise of charming retreats offered by the new trees and

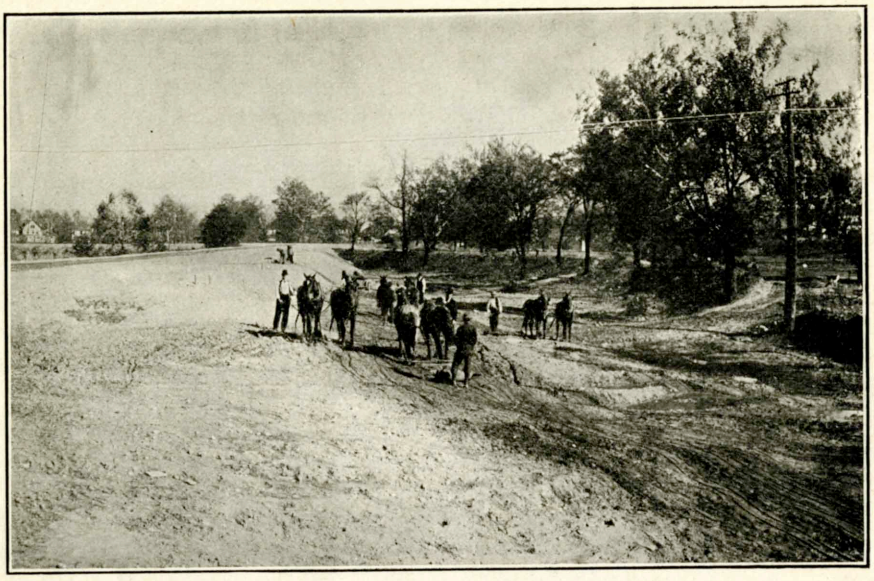


NORTH BANK OF FALL CREEK
LOOKING WEST TOWARD NORTHWESTERN AVENUE BRIDGE, 1909

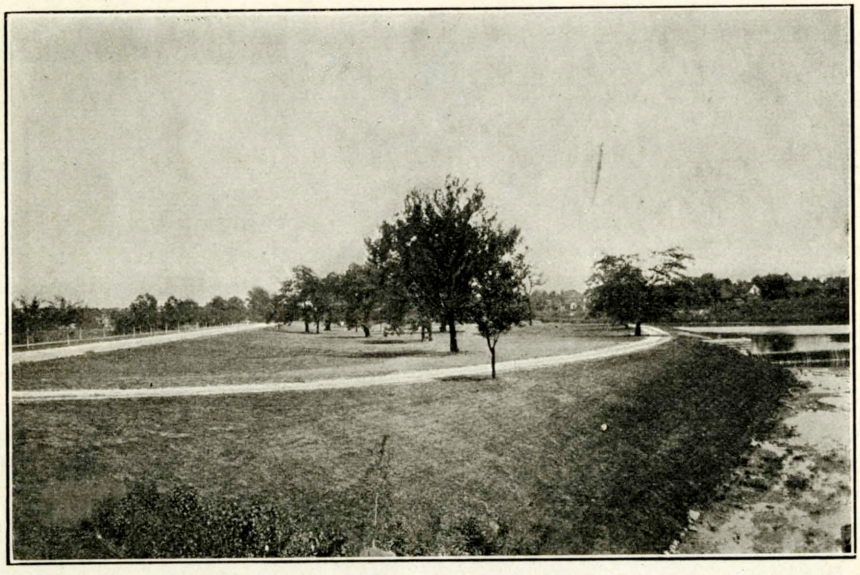
SAME VIEW, TODAY

shrubs which have been planted here and there throughout the parkway. When the scene as it now exists is contrasted in one's mind with the picture conjured up by the memory of this ground under former conditions, the transformation seems magical. This locality was formerly a dumping ground for refuse of all kinds, overgrown with weeds, and one of the most typical of the city's many waste places.

In explaining their plans for the future, members of the Board of Park Commissioners say that the work done at Northwestern avenue may be taken as typical of that which it is hoped may be done,



NORTH BANK OF FALL CREEK
LOOKING EAST FROM NORTHWESTERN AVENUE BRIDGE, 1909



SAME VIEW, TODAY

although some of it on a smaller scale, all along both sides of Fall Creek, and along every other stream in the city.

Imagine that part of Riverside Park which lies between White River and the so-called Riverside boulevard (which extends up the east bank of the river in the park) extended south along the stream clear through the heart of the city and down to the mouth of Pleasant Run, in the extreme southwest corner of the town. Put the same sort of parkway on the west bank of White River. Extend the Fall Creek parkway, as it has been started at Northwestern avenue, up and down Fall Creek with both banks of the stream in the city's domain.

Then imagine an elongation of Brook-

side Park that will take in both banks of Pogues Run down into the town as far as the stream can be rescued from its present conditions.

Then, to finish the picture, go out to the Ellenberger Woods, if you have not already done so, and imagine a parkway extending along Pleasant Run clear to Garfield Park, and on to White River, with both banks of the stream clean and wholesome and made beautiful by united civic action. You will then have, broadly speaking, a conception of what the Board of Park Commissioners' work will mean to the city of Indianapolis within the next twenty years.

You may possibly add to this picture a vision of Eagle Creek made a part of the city's reservation of stream and park and forest; for as the city grows to the southwest and Mars Hill becomes a reality, Eagle Creek will take its place alongside other streams which now offer opportunity for one of the most beautiful and effective park systems in the country.

A little study of a map of Indianapolis will show that if these streams are improved there will be needed but little more work to give the town a complete circuit of parkways. The additional work will be in the direction of building boulevards that will connect parkways along the streams.

A LINK IN THE CHAIN

The Thirty-eighth street boulevard will be such a link in the chain, connecting White River parkway at the north end of Riverside Park with Fall Creek parkway. It will some day be necessary to construct a boulevard from some point on the Fall Creek parkway to some point on the Pogues Run parkway and then to carry this farther south so as to tie both to the Pleasant Run parkway.

The student of civic problems and social conditions can draw many morals from this story of proposed civic advance. Cities are not planned in the United States; they simply grow. They grow haphazard, and the various parts which form about some industrial center, come, in time, to have a limited and purely local community feeling, that has, as a part of it, a sense of remoteness from the rest of the city. Indianapolis has had this history.

REMOTE COMMUNITIES

There are West Indianapolis, Mt. Jackson, Haughville, Emrichsville, North Indianapolis, Mapleton, Brightwood and Irvington. Each one of these smaller communities has, at times, felt extremely remote, not only geographically, but socially and economically from the rest of the city. The method of inter-communication has been such as to foster this feeling. It has always been necessary for the denizen of any one of these separate communities to go down town and then out in order to get anywhere else.

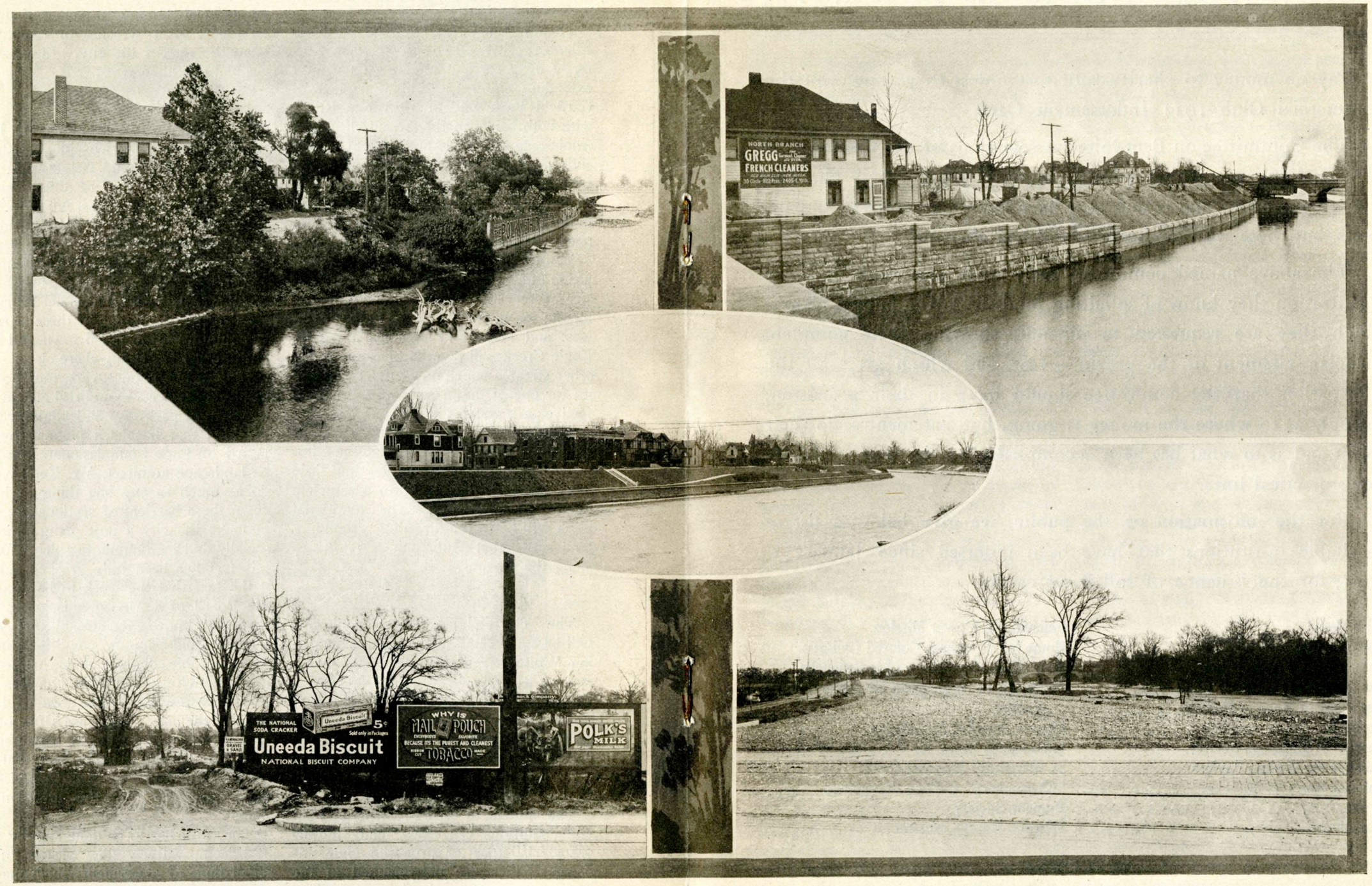
It does not require very much argument to convince a thoughtful person that a system of parkways and boulevards of the kind that has been planned by the Board of Park Commissioners, through its landscape architect, Mr. Kessler, will do as much as any one thing to break down these barriers of sectionalism, and to make the city a unit geographically, socially and in community spirit. When this fact has been fully grasped, add to it the fact that the work to be done by the Board of Park Commissioners will cleanse and purify the streams, better the hygienic and sanitary conditions in an immeasurable degree, and change the most uninviting, the most hopeless and dreary wastes into the most beautiful sections of the city. These are a few of the reasons why many who are beginning to give the subject thought, feel that the work of the Board of Park Commissioners is going to "put this town on the map."

The work has to be done step by step. It is comparatively slow because of the small limit of assessment which may be

Continued on page 122.

"BEFORE AND AFTER" VIEWS—HOW INDIANAPOLIS IS MOVING TOWARD TRUE CIVIC BEAUTY

BEFORE——————NORTH BANK OF FALL CREEK, LOOKING EAST FROM ILLINOIS STREET——————AFTER



CENTER PHOTOGRAPH—SOUTH BANK OF FALL CREEK, LOOKING WEST FROM CENTRAL AVENUE—COMPLETED

BEFORE——————NORTH BANK OF FALL CREEK, LOOKING EAST FROM CENTRAL AVENUE——————AFTER

CHARITIES INDORSED FOR 1911

Pay no money to charity solicitors unless they show you the Commercial Club 1911 Indorsement Card.

The Committee on Benevolent Associations of the Commercial Club is doing everything possible to weed out not only charities that are unworthy, and which they have found numerous in Indianapolis, but those who duplicate established charities.

The above named committee early each year sends to every organization they know of soliciting funds from the public, blanks, which they are requested to fill out, showing their complete financial statement of the previous year, and which gives all the information that the committee should have in their possession, not only as to where the money is going, but statement as to their object and as to what has been accomplished in the way of charity along practical lines.

For the information of the public, we give below a list of charitable institutions that have been indorsed since January 1, 1911, for the issuance of solicitors' cards:

Faith Home.
The Salvation Army.
Children's Aid Association.
Ind. Industrial Home for Blind Men.
The Door of Hope of Indiana.
Mutual Service Association.
Charity Organization Society.
Indianapolis Orphan Asylum.
Colored Men's Y. M. C. A.
Y. W. C. A.
Friendly Inn.
Indianapolis Flower Mission.
Home for Friendless Colored Children.
Boys' Club Association of Indianapolis.
Alpha Home Association for Aged Colored Women.
Lincoln Hospital Association.
Indianapolis Home for Friendless Women.
St. Margaret's Hospital Guild.
"Christamore" College Settlement.
Humane Society.
Wheeler Rescue Mission.

REJECTED

Little Mothers' Home.
Indiana Working Girls' Home.

SMOKE COINED INTO DOLLARS

PART II

"Smokeless combustion with the cheapest of Indiana coals is not only possible, but economical and entirely feasible in any ordinary size plant for making steam."—Henry C. Atkins, of E. C. Atkins & Co.

The plant of Eli Lilly & Co. was equipped eight years ago with mechanical stokers at a cost of $4,500. There has been no smoke since, but in place of the smoke, there has been an annual saving of $2,600.

The stokers cost $4,500.
The saving in eight years is $20,800.
The net saving is at least $15,000.

It has paid Eli Lilly & Co. a small fortune *not to make smoke!*

"SMOKELESS combustion with the cheapest of Indiana coals is not only possible, but economical and entirely feasible in any ordinary size plant for making steam," says Henry C. Atkins, of E. C. Atkins & Co.

"Our experience in this matter of burning the cheapest of Indiana coal under favorable conditions has been satisfactory, both to ourselves from an economic standpoint, and to the smoke inspector from the standpoint of smoke consumption.

"In 1901, realizing that the failure of natural gas was only a question of a few months, we determined to investigate the proper burning of Indiana coals so as to be prepared, when the failure of natural gas should be completed, to operate our boiler plant at the maximum efficiency and minimum cost.

"On the 7th of November, 1901, we completed a gas fire test on two horizontal multi-tubular boilers with a result of an evaporation of 1,000 pounds of water from 212 degrees at a cost of 6 cents.

"On November 8, 1901, we uncovered the grate bars, shut off the gas and operated these same two boilers, hand fired, with mine run Island City coal, heat value 12,245 B. T. U., showing a theoretic evaporation of water of 12.8 pounds per pound of coal. With coal costing $1.40 per ton, this test resulted in the evaporation of 1,000 pounds of water from 212 degrees at a cost of 9 cents.

"After completing this test to determine our expense, hand firing, mine run coal, we dismantled the hand-fired furnace and installed inclined grate automatic stokers. This installation was completed on one boiler during the latter part of 1901, and on November 26 we ran another test on this one boiler, burning Island City slack, heat value 11,642 B. T. U., showing a theoretic evaporation of water equal to 12.05 pounds per pound of coal. With coal costing 90 cents per ton we evaporated water from 212 degrees for .0639 per 1,000 pounds.

"Owing to the loss of heat value by reason of coal passing through the grate bars unconsumed, as was determined by analysis of the resultant ash, we only effected a saving of 29 per cent over the hand-fired test as shown above.

"After completing our stoker installation under the two boilers, we ran another test on April 8, 1902. This test was made with Linton No. 4 slack, heat value of 10,985 B. T. U., showing a theoretic evaporation of water of 11.48 pounds per pound of coal. With coal at

$1.05 per ton, we evaporated 1,000 pounds of water from 212 degrees for .0593 cents. This test showed a saving of 34 1-10 per cent over the hand-fired test made on November 8, 1901, on the same two boilers, under the same conditions, and though the coal in the case of the stoker firing cost 25 per cent less than the coal under the hand-firing test, our saving was 34 1-10 per cent, or an additional saving over the price of the coal of 10 per cent.

SAME BOILERS, SAME LOAD

"These boiler tests were all made on the same boilers, under the same load, and in every case the water was fed to the boilers under like conditions from calibrated barrels without previous pre-heating. All coal was weighed, ash weighed and analyzed, and every condition necessary in a thoroughly scientific test was carried out.

"During each one of these tests careful observations were kept of the smoke conditions, and during the whole of each period under stoker conditions the chimney was practically smokeless. We found, however, when it was necessary to push the fires beyond the capacity of the stoker to take care of them automatically, and our firemen were obliged to slice the fires, that at such times the chimney would present the appearance of a chimney under ordinary hand-fired conditions."

Eli Lilly, superintendent of the plant of Eli Lilly & Co., presents an equally strong argument for the elimination of smoke.

"Prior to 1903 our power plant consisted of hand-fired boilers, and the power was transmitted to the various departments by belting and shafting," says Mr. Lilly.

"In the new plant Sterling water tube boilers, provided with American stokers, were installed. Dynamos were directly connected with the engines and the power transferred to the departments electrically, each machine being connected to its own motor, or if the machines were small, one motor was connected with several of them.

"Under the old boilers we were burning ten tons of soft coal per day, and probably about two of those tons went into smoke. Under the new boilers, which were doing more work than the old ones, we found that only four tons of the same coal were required. Of course, the largest end of this saving was caused by the adoption of the electrical transmission, but we feel that from 20 to 25 per cent of the saving was due to the mechanical stoker.

"At the present time we are burning about ten tons of coal a day, a very good grade of soft coal, known as the Middle Creek coal, brought from Kentucky, for which we pay approximately $2.60 a ton. A conservative estimate of the per cent of coal saved by our stokers we figure is 16 2-3 per cent, which means an annual saving of about $2,000 in coal. If we were hand firing we would require an additional fireman, which would mean about $650 more expense.

SMOKE ALMOST ELIMINATED

"No smoke can be seen coming from our stack except early in the morning for perhaps three-quarters of an hour, when the men are getting up enough steam to start the stokers.

"The coal which we use is so free from clinkers that it is unnecessary to clean the fires during a day's run. If this does become necessary on account of the poor quality of some coals, smoke pours from the stack for about thirty minutes while the cleaning is in progress.

"There are four mechanical stokers in our boiler plant, each one of which cost, including installment, about $1,100, making our total investment approximately $4,500. By this investment the saving annually is in the neighborhood of $2,600.

"For five years after the installation of the stokers absolutely no repairs were necessary, and during 1910, after eight years of continuous use, the cost of the repairs was $211.22."

Three Penny Days

The young ladies of St. Margaret's Guild have designated May 15, 16 and 17 as "Penny Days"—which means that on those days they will gather the pennies saved by Indianapolis citizens for the relief of little, crippled children and of patients at the City Hospital.

The members of this guild began their work last year by providing a circulating library at the City Hospital. Then they took up the work of helping little children—of providing braces for those who needed them and could not get them from other sources, of providing nurses for sick children.

To support this work they are asking persons so inclined to save their pennies. The young ladies will gather them on the three days named, going from door to door. While only pennies are asked, they are not unwilling to accept larger contributions. And if there are any who desire to send contributions, they may address the guild's president, Miss Edna Krauss, 1110 Park avenue.

AN AVALANCHE OF GROCERS

THE Indianapolis Wholesale Grocers will entertain the members of the National Wholesale Grocers' Association in Indianapolis May 23, 24 and 25, during the fifth annual convention of that body. The business sessions will be held at the Assembly Hall of the Claypool Hotel. The meeting will be the largest ever held by the association and this is due to the fact that the Indianapolis jobbers, possessing a little more originality than the grocers of the other cities where conventions have been held, have organized a publicity committee to emphasize the importance and attractiveness of the meeting.

For the entertainment of the visitors outside of the business meetings, a big program has been arranged. On the evening of the 23d "Hoosier Hospitality," at an informal reception in the old American dining-room of the Claypool, will be turned loose. Wilbur D. Nesbit, Kin Hubbard, Harry Porter, and the Carman-Schellschmidt Trio are among the entertainers. On the evening of the 24th the annual subscription banquet will be served at the Claypool Hotel, and among the speakers are Charles A. Bookwalter, toastmaster; Charles W. Fairbanks, John W. Kern and Thomas Marshall. The VanCamp Packing Company will give a theater party at the Murat Theater on the evening of the 25th, importing an attraction from New York or Chicago for the one performance, because the regular season will have closed. On Friday morning the J. T. Polk Company of Greenwood will take the visitors by special train to the Polk "Sunlight" canning factory at Greenwood and will serve luncheon in Indianapolis after the return trip at noon.

The association has a membership of about 800 members, practically one-third of all the wholesale grocers of the United States, and the membership includes all of the biggest and best jobbers. It is believed that the majority of the members will attend, and the convention will bring to Indianapolis about 500 or 600 near-by non-members and from 1,000 to 1,500 manufacturers, salesmen, brokers and others interested in the grocery trade.

The Indianapolis grocers responsible for the success of the meeting are William L. O'Connor, William Kothe, George C. Brinkmeyer, Charles Wells, W. O. Moore, as chairmen of the various committees.

THE ALFRED BURDSAL LEGACY

A RARE sense of civic patriotism was disclosed when, in filing the will of the late Alfred Burdsal for probate, it was discovered that practically all of his large estate will come finally into possession of the city of Indianapolis.

Stripped of its smaller legacies, the will will bring to the city something near $700,000, to be divided equally between the department of public parks and the department of public health and charities.

The estate is to be held in trust by the Indiana Trust Company during the lifetime of Mr. Burdsal's widow, Mrs. Emma Bryan Burdsal, a life interest being provided for her.

Death came to Mr. Burdsal on the morning of April 2, after years of successful business activity in Indianapolis. He had been interested in public work, and aided in founding the Winona Technical Institute. He was also a member of the Commercial Club.

His death also disclosed the fact that Mr. Burdsal was one of the three men who contributed the nucleus of $25,000 for the Y. M. C. A. building fund. Mr. Burdsal gave $5,000.

His will provided the immediate payment of the following legacies: Charity Organization Society, $1,000; Summer Mission for Sick Children, $1,000; Flower Mission, $1,000; Home for Aged and Friendless Women (contingent); Indiana Tuberculosis Hospital at Rockville, $5,000, and Mr. Burdsal's private library.

In making his bequests to the health and park departments of the city, Mr. Burdsal left the city officials absolutely free to spend the money in whatever way seemed best.

He lived a good and useful life, and crowned it with a deed that will make his name endure.

In the death of Dr. Theodore Wagner, Indianapolis lost another esteemed and valuable citizen. Dr. Wagner was stricken suddenly and departed as he had wished—quickly.

At the time of his death Dr. Wagner was chairman of the advisory commission of Mayor Shank. He was interested in public matters and gave to them much of his time and energy.

As a physician he was tireless and skilful in the discharge of his duties. He had the courage of his convictions in his public and official life—and dared to speak them.

Ill health, which had necessitated his retirement from active work, resulted April 14, in the death of Ford Woods, a widely known and popular railroad man.

He rose from the very bottom round of the railroad ladder to a position as general freight agent of the P. & E. division of the Big Four in Indianapolis. On January 1, 1911, he was retired on pension, but had expected to render some service in an advisory way. His death occurred suddenly at the Columbia Club.

Ask Theater Regulation

The executive board of the Federation of Indianapolis Public School Teachers has, following an investigation, submitted to the City Council a report and recommendations for an ordinance regulating and restricting motion picture shows —or 5 and 10 cent theaters.

The investigation leads the teachers to believe that while some of the pictures shown in these theaters may be educational, most of them exercise a bad effect upon children. It is pointed out also that these theaters, being merely storerooms are badly ventilated and are injurious to health.

THE CHEMISTS ARE COMING

THE American Chemical Society, which will hold its summer meeting in Indianapolis June 28 to July 1, inclusive, is the largest organization in the world devoted to a single science. Its membership is now well over 5,100, of whom 375 members are in foreign countries.

And the importance of this convention from an industrial point of view is scarcely to be overestimated, as it is expected to bring about 600 delegates to Indianapolis.

The teachers of chemistry still form a large part of the membership of the society and practically no institution of note will be unrepresented. Columbia, the University of Chicago, Harvard, University of North Carolina, University of Illinois, the University of Pennsylvania, the University of Toronto, University of Michigan and very many other schools will be represented, while in the state itself all the schools will send delegates, notably Indiana, Purdue, Rose Polytechnic and Butler.

INDUSTRIAL DIVISION STRONGEST

The business of the convention is transacted in divisions, of which the industrial division is by far the strongest, having a program of at least fifty or sixty papers. Dr. A. D. Little, the chairman of this division, is one of the leading consulting chemists of the country, specializing largely in paper pulp work. A large part of the work of this division is usually concerned with the elimination of industrial wastes. At the winter meeting in Minneapolis an entire day was occupied in discussions of efficiency in manufacturing.

Just how much chemistry means to the modern manufacturing operation, be it in the steel industry, paper making, meat packing or the power plant is scarcely realized by the public at large. The generation of power, either steam or gas, is at least as much a chemical as an engineering problem, and yet there are but one, or at most two, power plants in the state operated under careful chemical supervision, and a very few others partly controlled chemically. And yet a close chemical supervision of the average power plant would save from one-fourth to one-half its coal consumption.

REALIZE NEED OF CHEMIST

Nearly all the very large manufacturing corporations are coming to a greater and greater utilization of the chemist's services. The great steel mills of the country employ from one to forty chemists each, every blast furnace has one. The meat packers employ one or more each, according to their magnitude. The enormous explosive industry is controlled chemically to the last detail, as well as the making of paper, glass, enameled ware, soap, and many other articles which are very largely chemical.

The glass industry still lags far behind the German in this country largely because of the wonderful research work done in this field at Jena. For the small manufacturer the services of the consulting expert are available. In the industrial division will be men from practically every large industry in the country. The General Electric Company will have present representatives from its research laboratories, the great plants of the steel corporation in the Chicago and Pittsburg districts will send men to attend. The United States Geological Survey will send men from their fuel testing and other departments. The packing establishments of Chicago and Kansas City will have chemists here, and the DuPont Powder Company is represented in the membership.

For the first time in the history of the division Mr. Edison has promised to furnish a paper from his laboratory if possible. Work is in progress along the lines

of industrial research in many leading universities, which will be reported here.

In addition to the industrial section there are others devoted to pharmaceutical chemistry, agricultural and food chemistry, fertilizer chemistry, and a number of fields of pure science and education. The first of these was organized largely through the efforts of Indianapolis members in this field. The second is presided over by Mr. Barnard, of the State Board of Health.

The local committee has been corresponding for some months past with the leading men in this profession in this country and Canada. Of all the many hundred letters received not a single one has been other than exceedingly enthusiastic. The gathering will be one of the most important ever held, bringing to this city almost every chemist of note who is able to reach the place of meeting. Indiana has furnished a great number of energetic and prominent members.

TO ENTERTAIN THE ODD FELLOWS

ACTIVE work toward raising a fund of $8,000 for the entertainment of the visitors who will attend the Sovereign Grand Lodge of Odd Fellows in Indianapolis September 18 to 23, will begin soon under the direction of the general committee on entertainment composed of members of the Commercial Club and the Board of Trade.

The Sovereign Grand Lodge is expected to bring from 150,000 to 200,000 Odd Fellows and their families to Indianapolis. The Grand Lodge of Indiana has appropriated from its own treasury $7,000 for an entertainment fund and the civic bodies have undertaken to raise the balance of a $15,000 fund.

One feature of the meeting will be a big night parade in which 100 bands will participate.

The members of the general committee on entertainment are: Charles Downing, chairman; Jacob Bieler, James E. Bodine, H. E. Bruce, George A. Buskirk, A. E. Bradshaw, Francis E. Bibbins, Charles J. Buchanan, Joseph W. Buchanan, James S. Cruse, A. J. Cochran, Homer L. Cook, L. L. Fellows, Carl G. Fisher, Frank B. Flanner, J. L. Freeland, Joseph C. Gardner, Asher W. Gray, A. M. Glossbrenner, H. J. Hibben, Charles C. Hauger, Henry J. Huder, Edgar O. Hunter, J. Edward Krause, Charles Koehring, Henry W. Lawrence, Frank W. Lewis, Charles Maguire, E. Mantel, Albert O. Marsh, Parks M. Martin, George J. Mayer, Charles F. Meyer, Robert W. McBride, Frank C. Olive, Charles J. Orbison, Charles A. Patterson, A. M. Ragsdale, Joseph C. Schaf, Henry M. Stackhouse, Thomas Taggart, Lucius M. Wainwright, U. Z. Wiley, James W. Lilly, C. C. Hadley and W. H. Leedy.

Wires Underground

By order of the Board of Public Works, the overhead wires of public service corporations in the "mile square" are going under ground.

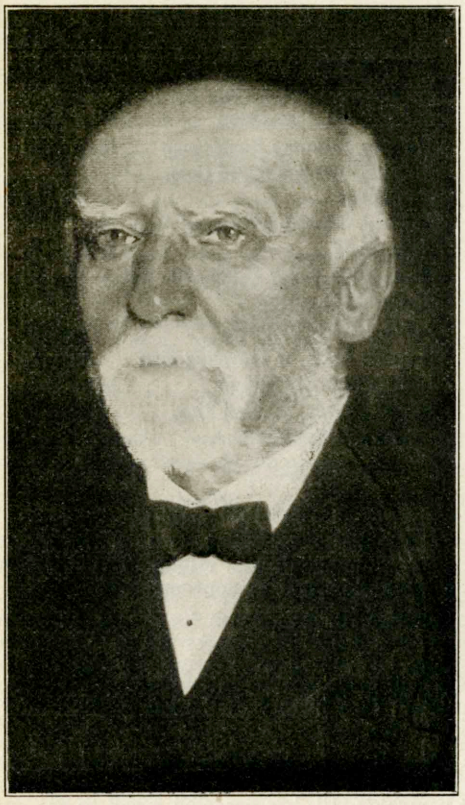
Two decidedly beneficial conditions will result. Fire hazards and dangers will be reduced, and the absence of unsightly poles and the network of wires will add to the beauty of the city.

Investigating Powder Magazine

Dr. Henry Jameson, E. G. Ritchie and F. L. Bridges have been appointed as a committee to investigate the establishment of a magazine eight miles south of Indianapolis by the DuPont Powder Company.

The committee will ascertain whether the magazine is of a nature to threaten the safety of the community and may file recommendations with its report.

WILLIAM HAUEISEN



An oil portrait of Mr. William Haueisen recently attracted favorable attention in the Lieber galleries. It is the product of Fred W. Wright, a young Indianapolis artist, who is attaining a reputation in this line of work. Mr. Wright returned last year from Paris, where he studied at Julian Academy under Jean Paul Laurens and also in the private studio of P. Marcel Baraneau. He also spent two years in the Art Students' League in New York. He has established a country studio in Hamilton county.

For a Safe and Sane Fourth

Continued from page 104.

subject-matter of this ordinance, are hereby repealed.

A special committee has been appointed by the Civic Improvement Commission to plan the "safe and sane" Fourth, consisting of Sol S. Kiser, chairman; Charles H. Badger, E. B. Birge, J. N. Hurty, J. A. McGowan, Leroy E. Snyder, H. D. Tutewiler, Merle N. A. Walker and F. S. C. Wicks. The following sub-committee chairmen have been appointed: Finance, Andrew Smith; parade, W. K. Eldridge; transportation, J. A. McGowan; school, Mrs. H. D. Tutewiler; fireworks, Hiram Brown; field events, John G. McKay; amusements, W. A. Hungerford; music, R. G. McClure; awards, James Bingham; Red Cross, J. N. Hurty; exercises, F. S. C. Wicks, and publicity, Leroy E. Snyder.

THE 1911 BANQUET

The annual banquet of the Commercial Club, which will be held in the club rooms between May 20 and June 1, promises to be the largest and most successful in the club's history.

The club has more than 2,000 members—more than ever before—and each one is interested in the club's work.

A speaker of national reputation will be present, and as soon as arrangements are completed with a view to his convenience, his name and the date of the banquet will be announced.

Indianapolis and Music

The musical season in Indianapolis closed in a veritable "blaze of glory."

One after the other, in quick succession, came the Sheffield Choir of England, with the Cincinnati Symphony Orchestra; the Theodore Thomas Orchestra, with five fine soloists and the People's Chorus, and Mary Garden and her company.

The visit of the Sheffield Choir was the biggest musical event of the season. With the choir came Sir Edward Elgar and Dr. Charles Harriss, both distinguished as composers. Each was heard conducting a work of his own.

Indianapolis has made a decided advance in musical appreciation, and plans for next season are said to have been laid on a larger scale than in the past.

Putting the Town on the Map

Continued from page 111.

made annually by the Board against the entire city. Property values are increasing so rapidly that the delay is costing the city thousands of dollars, because the projection of a line of parkway in the direction of the most unmarketable property instantly gives it a value which courts will take cognizance of, even if it does impress the average taxpayer as being fictitious.

If the city were able to buy now all of the ground which it will eventually need for its parkways, it would save hundreds of thousands of dollars. Already the pressure of public opinion is beginning to be felt in the demands that the Board of Park Commissioners move faster, and those who are interested in the park work are hoping that in some way means may be found to push the park development faster than is possible by using only the method of assessment fixed by the present park law.

It's President Brown, Now

Will H. Brown has resigned as vice-president, treasurer and general manager of the Willys-Overland Automobile Company and has become the president of the Mais Motor Truck Company. The change was effective May 1. In taking the presidency of the Mais Company Brown succeeds Charles A. Bookwalter in that office. The decision to tender the presidency to Brown was made by the directors of the Mais Company several weeks ago, but the matter was deferred until the return of Mr. Brown from a five weeks' trip through the west.

Mr. Brown is one of the best-known automobile men in the country. He was with the Pope Motor Car Company several years, and in 1907 left that company. With D. M. Parry he established the Overland Automobile Company, and is a pioneer in this industry, although still a comparatively young man. Later he became vice-president and treasurer of the Willys-Overland Company, and general manager of the Overland and Marion factories in Indianapolis. The change decided on by Mr. Brown severs his connection with the Willys-Overland Company entirely.

The Mais Company, which is largely a local enterprise, has among its stockholders Hugh McGowan, R. G. Leeds, Henry Dollman, Albert E. Sterne, John T. Saulter, C. A. Bookwalter, William H. Roberts, Richard Smith and other local men. The Mais truck is the only "internal gear" motor truck manufactured in this country.

COMING EVENTS

Brotherhood of Interurban Trainmen	May 10-14
Rebekah State Assembly	May 15-19
Indiana Funeral Directors' Assn.	May 16-18
State Dental Association	May 16-18
Western Unitarian Conference	May 16-18
Knights Templars Grand Commandery	May 19
National Wholesale Grocers' Assn.	May 23-25
K. O. T. M.	May 25-26
Memorial Day and Automobile Races	May 30
Flower Mission Day	June 9
Indiana Retail Clothiers	June 18
National Assn. of Traveling Men	June 23
Indiana Club of Chicago	June 23-24
St. John's Day, Scottish Rite	June 25
American Chemical Society	June 28-July 1

Men and Affairs

The police department is to have a new $5,000 automobile patrol wagon. The city council has authorized the appropriation.

Charles R. Williams, for years editor-in-chief and one of the owners of the Indianapolis News, has retired from active newspaper work. He will give his time this summer to the compilation of a history of the life of Rutherford B. Hayes.

The Rev. E. W. Clippinger, until recently pastor of the First Presbyterian church of Champaign, Ill, has accepted a call to the pulpit of the Tabernacle Presbyterian church in Indianapolis.

John C. Pierson who, as contractor, built many of the representative Indianapolis business buildings, died Tuesday, April 18. He was 69 years old.

Henry W. Moesch is the new president of the Social Turnverein.

The Indiana Democratic Club has moved into its new home at 22 East Vermont street.

Annis Burk, an Indianapolis newspaper man, has been appointed secretary to Mayor Shank, succeeding Luman K. Babcock.

The Indiana Veterinary Medical Association will endeavor to land the 1912 convention of the American Veterinary Medical Association for Indianapolis. The decision will be made next August at the Toronto convention.

Springfield, Ill., has voted to adopt the commission form of government.

In competition with 1,000 traveling salesmen, James A. Van Buskirk was successful in winning a prize of $100 offered by the National Association of Jobbers of Wrought Iron Pipe and

Fittings. The subject of his prize-winning essay was "Difficulties in Selling Pipe and Kindred Goods at a Profit, and Some Practical Remedies."

The Salvation Army is planning a campaign to raise funds for building a new home for the army in Indianapolis.

Plans for the new $100,000 addition to the Methodist Episcopal Hospital have been approved. Work will be begun within thirty days.

Plans for the entertainment of the Indiana Society of Chicago, in Indianapolis, June 23 and 24, are going forward successfully—and secretly.

Crawford Fairbanks, of Terre Haute, has presented to his daughter, Mrs. Sara F. Failey, of Terre Haute, the seven-story business building at 18-20 East Washington street, Indianapolis. The property is said to be worth $300,000.

During March 7, 920 patients were treated at the City Hospital at a cost per capita of $1.52 per day. This cost included, however, the total cost of a new automobile ambulance—$3,475.

Will J. Dobyns, secretary of the Indianapolis Trade Association, has presented his resignation and has accepted a position with the Fisher Automobile Company.

The Indianapolis Teachers' Federation, at its recent annual meeting, re-elected Miss Belle O'Hair as president.

Following the recent example of the West Washington street merchants, who have perfected an organization to increase their business, the merchants of South Meridian street have formed an association for a similar purpose.

The new St. Paul M. E. church was dedicated last month during a week of special services in which Bishop Edwin Holt Hughes was a prominent figure.

More than 1,000 visitors are expected in Indianapolis to attend the great camp of the Knights of the Maccabees of Indiana, May 26 and 27.

The enginemen, firemen and trainmen of Indianapolis are preparing their own Fourth of July celebration, and will hold it in the state fair grounds.

M. E. Shiel has been re-elected grand commander of the Indiana grand commandery, United Order of the Golden Cross.

The Jewish Federation of Indianapolis has elected G. A. Efroymson president. During the past year the federation has paid out $2,746 for relief.

As a means of arousing the interest of young people in sanitary and civic questions, Dr. C. S. Woods, secretary of the city board of health is sending a list of topics for discussion to mothers' clubs and principals of public schools. Among the subjects suggested are the handling of sewage, garbage and rubbish; the care of streets and alleys and vacant lots and the care of streams flowing through the city.

NOTED APRIL VISITORS

Indianapolis sheltered and listened to many notable persons during the month of April. Among the visitors who were heard here, taking part in various affairs and meetings, were:

Sir Edward Elgar
Dr. Charles Harriss
S. S. McClure
Arthur Radclyffe Dugmore
George B. Harvey
Woodrow Wilson
Miss Helen Gould
George Ade
George W. Perkins
W. J. Bryan

Forty special and state agents for fire insurance companies doing business in Indiana, have formed what they term the Indiana Field Club, devoted to social purposes and business discussions of mutual benefit.

A formal hearing on the proposed elevation of railway tracks in Indianapolis has been set for August 2. An earlier hearing was anticipated but the plans were not in such shape as to permit profitable discussion.

The Rev. S. C. Ohrum, formerly pastor of a church in Cairo, Ill., is the new pastor of the Thirty-first Street Baptist church in Indianapolis.

Sixty-five men, laboring with might and main, built in one day last month a tabernacle for the Hillside Avenue Christian church at Ingram and Eighteenth streets. They were led by their pastor, the Rev. Charles M. Fillmore.

M. L. Burgess, local manager, has announced the consolidation of the Bishop and Babcock Company, of Cleveland, Ohio, and the L. A. Becker Company, of Chicago, manufacturers of soda fountains and accessories. The new firm is known as the Bishop-Babcock-Becker Company.

The city has accepted the bid of the Rev. Thomas H. Nelson, of the Pentecost Municipal Shelter House, to house and feed vagrants at the rate of 20 cents daily. Mr. Nelson's bid was based on an estimate of 5 cents for each meal, and 5 cents for bath and lodging over night for each person.

Mrs. John N. Carey, Henry Eitel, Mrs. Benjamin Harrison, Mrs. Edward F. Hodges, Newton Booth Tarkington, Ernest M. Wiles and

Evans Woollen have been elected to the board of directors of the Herron Art Institute for a term of three years.

Capt. William E. English has been elected commander of the Indiana Commandery of the Naval and Military Order of the Spanish-American war.

Inadvertently the name of Robert F. Cook, dealer in tailor-made shirts, was printed as R. L. Cook in the list of new members of the Commercial Club in the last number of FORWARD! Mr. Cook has his office at 210 Board of Trade building.

The Central Union Telephone Company has opened a new exchange named "Belmont" at 2031 West Washington street. This exchange will care for subscribers west of White river, south of Sixteenth street and north of the I. and V. tracks. It has a capacity of 1,200 and will employ twelve operators. Another exchange, to be known as "Circle," is being planned for the downtown portion of the city.

The Indiana Grand Commandery, Knights Templars, will hold its fifty-seventh annual conclave in Indianapolis, Wednesday and Thursday, May 10 and 11.

Six stations will be maintained this summer by the pure milk commission of the Childrens' Aid Association, being an increase of one over last summer. Dr. C. S. Woods, city sanatarian, has obtained the promise of nearly thirty man-

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Best "LIFE" Insurance
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Best "Accident" Insurance
Best "Health" Insurance
Best "Liability" Insurance
Best "Elevator" Insurance
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I Will Build You a Home—
You Pay for It Like Rent

Under my plan, you have actual property to show for every dollar you pay me. Instead of spending your money, you invest it in a home. Isn't that better than making your landlord a nice cash present each month?

E. E. SHELTON

New, 151 Clifton 2817 CLIFTON Old, 1866 North

More Than a Depository

This bank has attained its splendid growth and continues to grow through the policy of giving to its patrons something more than a mere place to deposit and withdraw money. Every officer and every employe of this institution knows what BANKING SERVICE means, and does his best to make the bank a useful business home for our customers.

If you are not getting everything that you believe your business is entitled to, we would like to talk it over with you.

The Continental National Bank

On Meridian Street
Between the Monument and Washington Street

I SAW IT IN FORWARD!

agers and owners of Indianapolis creameries, to aid in enforcing the law which prohibits the distribution of milk containing visible contamination.

Otis Lang, 208 West Morris street, who is a motorman on the Fort Wayne Flier, of the Indiana Union Traction Company, jumped from a bridge over the Wabash river at Peru, to save the life of a boy, Jesse Lauck. The boy had plunged from the bridge into the river to avoid being run down by the traction car—and would have been drowned but for Motorman Lang. It was a heroic deed, modestly performed.

Under the direction of Henry Clay Allen, as chairman of the general memorial day committee, the day will be fittingly observed in Indianapolis. Plans for the usual services and addresses in the various cemeteries are being made.

"The Ram's Horn," formerly edited by the Rev. Elijah P. Brown, has re-appeared after a long absence, and will be conducted in the future by the Rev. Mr. Brown and the Rev. T. H. Nelson. It contains much readable material and has an attractive cover.

Wanted! Addresses

The addresses of the following non-resident members of the Commercial Club are unknown and it would be appreciated if any one possess-

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ACCIDENT AND HEALTH INSURANCE
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because they are picked right from the plant and delivered to you fresh
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E. A. Nelson, Florist, 3501-7 North Senate Avenue
Phone, Old, North 921 Phone, New 6993

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The Indianapolis Star

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HOME OFFICE, LEMCKE BUILDING
INDIANAPOLIS, INDIANA

Issues all kinds of Court, Contract and Fidelity Bonds, also
Personal Accident, Bank Burglary and Plate Glass Insurance

W. T. DURBIN, President S. E. RAUH, 1st Vice-President C. M. ABBOTT, 2d Vice-President and General Manager
L. C. BREUNIG, Secretary

I SAW IT IN FORWARD!

ing any information on the subject would communicate with the club's secretary. The directors have decided that non-resident members whose addresses are unknown will be carried on the rolls of the club only for three years:

W. H. Atwood, Harry A. Axtell, T. J. Barker, J. D. Barkley, G. W. Barnes, Samuel H. Berer, E. P. Bicknell, A. Blitz, W. C. Browne, A. Bruce, Frank Chandler, W. F. Churchman, W. M. Clemens, Edward Carman, George F. Danforth, W. C. De Miller, R. C. Finch, Charles E. Foote, H. V. Goodrich, E. B. Harris, F. M. Hoblitt, D. A. House, Horace Hunt, John Nicholson, John R. Matthews, W. L. Miller, M. B. Oakes, W. M. Wilson.

Commercial Club Members

The following have been elected to membership in the Commercial Club:

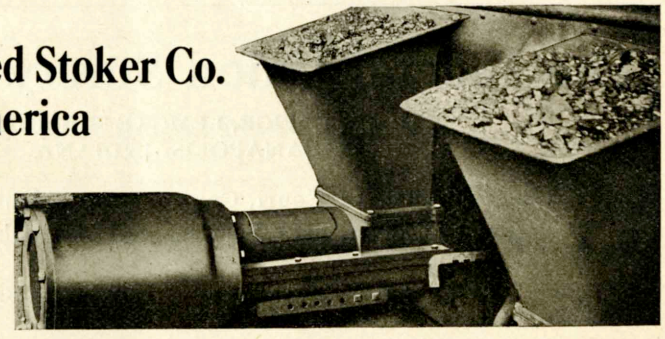
O. J. Alexander, H. W. Baker, J. W. Bramwood, E. L. Brigham, Bert A. Casmire, R. T. Cook, James B. Day, Henry G. Dockwiler, Daniel L. Dorsey, John W. Hogan, Winfield L. Holden, George W. Hurd, Joseph M. Johnston, Dr. J. B. Kirkpatrick, Robert W. McBride, Hugh D. Merrifield, R. C. Minton, Albert J. Ott, Samuel Quinn (reinstated), Daniel P. Roberts, C. H. Robertson, David I. Scott (reinstated), William A. Stolts, Clyde E. Titus, John L. Vinson, C. S. Wallace, T. A. White (reinstated), George R. Wilson.

Indiana Union Traction Company
The Electric Gateway
To Warsaw, Goshen, South Bend and Ft. Wayne and all points in Northern Indiana and Ohio. Fastest and Best Service for Passenger, Freight or Express.

Let's Get Acquainted!
WHY NOT?
WE HAVE THE KIND OF
Spring Underwear
You want—Come in and see for yourself
Smith & Graham
Shirt Makers, Custom Tailors
Haberdashers
105 North Pennsylvania St.

The Leading Trust Company of Indiana
The Union Trust Company
Savings—Loans—Insurance
Real Estate—Trusts
Capital, $600,000—Profits, $600,000

Abate Smoke The Jones Stoker Way
Ask PROGRESS LAUNDRY CO.
and THE WAVERLEY CO.
(INDIANAPOLIS)
How soon their **JONES STOKERS PAID FOR THEMSELVES**
BURNING THE CHEAPEST BITUMINOUS SLACK
Smokelessly and With Economy
The Under-Feed Stoker Co. of America
Harris Trust Building
CHICAGO



Know the Condition of Your Business DAY by DAY

Important development in modern accounting

The Daily Balance Sheet

—gives usual end-of-the-year statements at the close of each day.

—eliminates 50% of present cumbersome record keeping.

—may be adapted to any business and installed without disturbing routine.

Your permission for me to call and explain this system will not obligate you. I have nothing to sell but professional service.

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¶ We guarantee 50 per cent lump in our mine-run.

¶ Call at our yard and inspect the coal.

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THE ZERO ICE PLANT is near completion. Order a Trial Ice Book Today.

Isgrig Coal & Ice Company
Operated by Isgrig Coal and Mining Company
Cornell Ave.—26th to 28th Streets

"All Work and No Play Makes Jack A Dull Boy"— And the Men? Why, They Must Play, Too! So, In Order To Get the Best Results From Its 2000 Workers, The Commercial Club Has Provided Rooms Devoted Wholly To Billiards, Pool Cards, Checkers and Chess. These Things Help!

Capital National Bank

Capital $1,000,000 Surplus and Profits $400,000

Frank D. Stalnaker, *President* Andrew Smith, *Vice-President*
Gwynn F. Patterson, *Cashier* LeRoy Kahler, *Ass't Cashier*
John F. Kurfiss, *Auditor*

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Dentist

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Consulting Engineer

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THE ORIGINATOR OF THE DAY AND NIGHT LETTERS

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5 cents for each additional 10 words or fraction thereof.

10 words telecards for 10 cents, mail delivery at destination.

Punctuation marks transmitted free.

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Telepost Company

No. 11 West Market Street

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Homeless!

If your family is planning to spend the summer at the lakes, at the seaside, or in mountains, the HOTEL KINGSTON meets the emergency.

It is admirably adapted to the use of business men because of its fine location in Monument Place.

It is close to the business center, and yet just far enough away to be quiet.

Special quarters will be provided for you, and the Hiawatha Cafe is under the same roof

Mrs. A. J. Tron

35 Monument Place

Another Neighbor Maker

Start when you want to—stop at your pleasure. Side trips and "stay over" privileges as you wish.

An Overland makes you an independent wealthy Transportation Magnate. So and So may own a whole chain of railroads—but you have outings and excursions that trains never made possible.

With an Overland you become neighbors, not only with friends and relatives on the farm, in other hamlets and cities, but neighbors of lakes, hills and resorts hitherto inaccessible. You escape the worry and exertion of a railroad journey.

A trip of 100 miles in your Overland can be taken with ease on your own running schedule. With this car you "Discover America."

In your own city—grocery store, physician's office, church, school and homes of friends are "just around the corner" if you drive an Overland.

You go and return home refreshed instead of exhausted. You escape the crowded street cars and the silly gossip. You ride in comfort and privacy. You have twice as much time at your disposal too.

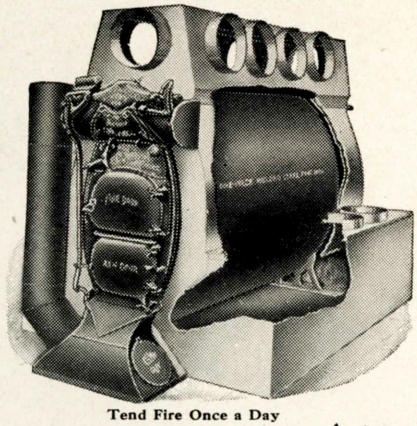
An auto makes several times as many miles an hour more than a horse—and never tires. The auto is your street car, your own private train. For business or pleasure, we have proved the Overland saves money.

This car makes friends with the whole family.

$775 *Overland* **$1,675**

The Willys-Overland Co., Indianapolis & Toledo The Fisher Auto Co., Local Agents

HEAT WITH SANITATION



Tend Fire Once a Day

A house can be heated and ventilated at the same time; few, however, investigate the latter until too late.

THE
"FARQUAR"
SANITARY HEATING SYSTEM
Does Both—Let Us Prove It

ONE-PIECE WELDED FIRE-BOX

Absolutely imperforate—no leakage of gas, dust or poisons from the fire into the air supply.

Automatic Draft Control

Maintains uniform fire in all temperatures—no cogs or mechanism to get out of order.

Return Ventilating System

Insures constant flow of pure, fresh air in all the rooms throughout the house.

Farquar Furnace Co. of Indiana, 519-521 Mass. Ave.

Love a Good Fight?

¶ Most men do. It's human nature to enjoy fair and honest conflict. There's pleasure in the battle for supremacy—and satisfaction in victory.

¶ The great struggle for a bigger and better Indianapolis is going on day after day. From the rampart of the Commercial Club flies the banner "For the Common Good." Behind its walls campaigns are planned. From its gates issue citizen armies to execute these plans.

¶ Are you defending that banner? Are you giving your thought and your arm to the civic, physical and commercial supremacy of the city which holds and protects you?

¶ More than 2,000 men are enlisted in this fight. If you are one of them—well and good. If not—it isn't too late.

¶ As a member of the Indianapolis Commercial Club, a place will be found for you on the firing line. You can go to the front. Major-Generals are needed as well as privates. You can be what you will!

To Arms!